UG Double Major Program

B.A. Hons. Sanskrit and Journalism

Learning Outcomes-based Curriculum Framework
For
UG Double Major Program in Sanskrit and Journalism
2025

ज्ञान-विज्ञान विमुक्तये
UGC

UNIVERSITY GRANTS COMMISSION
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Contents

INTRODUCTION OF THE PROGRAM 1
OBJECTIVES OF THE PROGRAM 2
OUTCOMES OF THE PROGRAM 3
GRADUATE ATTRIBUTES IN SANSKRIT AND JOURNALISM 4
QUALIFICATION DESCRIPTORS FOR GRADUATES IN SANSKRIT AND JOURNALISM 6
PROGRAM OUTCOME MAPPING FOR MAJOR COURSES 7
PROGRAM OUTCOME MAPPING FOR MINOR COURSES 10
POOL OF MAJOR COURSES 11
POOL OF MINOR COURSES 13
FIRST YEAR: MAJOR PAPERS 14
SEMESTER - 1 15
Major 1.1: Introduction to Communication 15
Major 1.2: Core Concepts of Media Journalism 17
Major 1.3: Shabdabrahma and the Media Landscape 19
Major 1.4: Media and the Constitutional Rules 21
SEMESTER – 2 23
Major 1.5: Growth of Mass Media: Print, Electronic and New Media (Digital as well as Social Media) 23
Major 1.6: Indian Context of Media Journalism 25
Major 1.7: History and Myth: Understanding and Practice of Journalism in India 27
Major 1.8: Global Media: Actions and Utility 29
SECOND YEAR: MAJOR PAPERS 31
SEMESTER – 3 32
Major 2.1: Media Journalism: The Interdisciplinary Link 32
Major 2.2: Exploring Core Forms of News Journalism 34
Major 2.3: Introduction of Public Relation and Advertising 36
Major 2.4: Sanskrit Media Journalism: A Source of Tradition and Culture 38
SEMESTER – 4 40
Major 2.5: Media for Unity 40

Major 2.6: Information, Education and Communication (IEC) and Behaviour Change and Communication (BCC) in Indian Context.....42
Major 2.7: Media Journalism: Applied forms and the Ground Zero.....44
Major 2.8: Media Houses.....46
THIRD YEAR: MAJOR PAPERS 48
SEMESTER – 5 49
Major 3.1: Media Rules, Ethics and Management 49
Major 3.2: Media and the Constitutional Provisions in India and Across 51
Major 3.3: Knowledge of Printing Technology and Its Relevance in Print Media Journalism.....53
Major 3.4: Role of Media in India's Freedom Struggle 55
SEMESTER – 6 57
Major 3.5: Television Journalism: Origin and Development.....57
Major 3.6: Radio Journalism 59
Major 3.7: Understanding Global Media.....61
Major 3.8: Sanskrit Language Skills for Journalists.....63
FOURTH YEAR: MAJOR PAPERS 66
SEMESTER – 7 67
Major 4.1: Important Newspapers, Prominent National- International Media Houses and Media Platforms 67
Major 4.2: Global Media and its Contemporary Concerns 69
Major 4.3: Community Media and the Media Ecology.....71
Major 4.4: Digital Media Journalism.....73
SEMESTER – 8 75
Major 4.5: Brand Building, Corporate Communication and the Media Journalism 75
Major 4.6: Career Pathways in Media Journalism and Different Fields Related to Communication.....77
Major 4.7: Process of Information Generation in Ancient Indian Landscape.79
Major 4.8: Cultural Journalism: Preserving Heritage through Media.....81
SECOND YEAR: MINOR PAPERS 83
Minor 2.A.1: Media Journalism and the Society.....84
Minor 2.A.2: Core Issues of News Journalism.....86

Minor 2.A.3: Mass Media: Print, Electronic and Emerging Media 88
THIRD YEAR: MINOR PAPERS 90
Minor 3.A.1: The Interdisciplinary Aspects of Media Journalism.....91
Minor 3.A.2: Journalistic Writing and Editing in Sanskrit 93
Minor 3.A.3: Introduction to Sanskrit Journalism.....95
Minor 3.A.4: Traditional Narratives and Modern Storytelling 97
Minor 3.A.5: Basics of Sanskrit Media and Journalism.....99
Minor 3.A.6: Fundamental Concepts of Sanskrit and Media Communication 101
Minor 3.A.7: Media ethics.....104
Minor 3.A.8: Sanskrit as a Medium Of communication 106
FOURTH YEAR: MINOR PAPERS 108
Minor 4.A.1: Communication in India Through the ages 109
Minor 4.A.2: Media Journalism for Unity.....112
Minor 4.A.3: Sanskrit and Modern Media: Admixture of Value and Modernity 114

The present program is B.A. Hons. (Sanskrit and Journalism). This program contains the Majors of only *Journalism.*

The *Sanskrit Majors* may be chosen from the other programs like B.A. Hons. (Sanskrit and Travel and Tourism), B.A. Hons. (Sanskrit and Social Sciences), B.A. Hons. (Sanskrit and Psychology & Well Being) etc., which are there in this document.

Or

The Sanskrit Majors may be chosen from B.A. Hons. (Sanskrit) which is available at:

https://drive.google.com/file/d/1MgZkzxo5gJudC-OsmkDcG8e3M82adeWJ/view?usp=drivesdk

INTRODUCTION OF THE PROGRAM

The B.A. Hons. in Sanskrit and Journalism program is designed to provide students with a strong foundation in the field of Journalism with the base of Sanskrit. The curriculum reflects the vision of the NEP 2020, focusing on integrating traditional Indian wisdom with modern educational goals. Through a structured learning path, students gain both theoretical and practical understanding of traditional bases of Journalism, their antecedents and its ethical values as well as Indian perspective of Journalism. The program supports the dissemination of the knowledge of Sanskrit and Journalism by focusing on the Bharatiya tradition and Indian epistemological base of the content of the subject along with its modern dimensions encircling a broad range of academic, research and professional opportunities.

OBJECTIVES OF THE PROGRAM

- To comprehensively understand Journalism with its traditional and modern bases.
- To introduce students to key points of Journalism mainly from Indian perspective.
- To develop critical thinking through an in-depth Introduction of various social issues connected to Journalism and the mankind.
- To connect Sanskrit knowledge with contemporary fields such as mass communication, print media, visual media as well as social media.
- To encourage critical and comparative thinking of India's cultural, ethical and intellectual heritage.
- To equip students with research skills and academic tools relevant to Sanskrit studies and interdisciplinary learning.

OUTCOMES OF THE PROGRAM

After the completion of the B.A. Hons. (Sanskrit and Journalism) program, Students will be able to:

PLO Code	Program Learning Outcomes (PLOs) for UG Program
PLO 1	• **Rootedness:** Contribute to cultural preservation, academic growth and public understanding of Sanskrit and its connection with Journalism. • Understand and explain major issues of Journalism from Indian perspective.
PLO2	• **Indian Knowledge System (IKS):** Engage with India's knowledge systems from a critical and informed perspective.
PLO3	• **Futuristic:** Conduct foundational academic research and present findings in a structured and scholarly manner. • Apply the knowledge of Sanskrit in composition and interpretation of news editing, cinema production and podcast etc.
PLO4	• **Multidisciplinary:** Use Sanskrit knowledge in contemporary knowledge domains such as story writing, news editing, news reading, anchoring etc.
PLO5	• **Employability: U**tilize the acquired knowledge in different domains of Sanskrit and Journalism in the professions like news reader, podcaster, cinematographer; media house owner, radio jockey, announcer, social media influencer.

GRADUATE ATTRIBUTES IN SANSKRIT AND JOURNALISM

The graduate attributes in Sanskrit and Journalism are the outlines of the expected course learning outcomes mentioned in the beginning of each course. The characteristic attributes that a graduate in this subject will be able to demonstrate through learning various courses are listed below:

(a) Disciplinary Knowledge

Capability of executing comprehensive knowledge and understanding of Media Journalism from Indian Perspective.

(b) Communication Skills

i. Ability to communicate in Simple Sanskrit;
ii. Ability to show the importance of Sanskrit in the field of information gathering and its dissemination from the perspective of a journalist.
iii. Ability to communicate the idea that Sanskrit is not just language but vehicle of ancient wisdom of all the branches of knowledge that can be associated with modern subjects like Media Journalism also.

(c) Critical Thinking

i. Ability to engage in reflective and independent thinking by understanding the concepts of traditional elements of Media Journalism.
ii. Ability to think critically in order to analyse the rich wisdom of traditional thinkers and various modern activists.

(d) Problem Solving

i. Capability to find the solutions for various problems appearing in different parts of life and applying them for proper results.
ii. Capabilities to analyse and synthesize data and derive inferences for valid conclusion.
iii. Capability to deduce a social or moral problem and apply the classroom learning into practice to offer a solution for the same.

(e) Research Related Skills

i. Ability to do inter-disciplinary or multi-disciplinary research.
ii. Ability to find out the base for today's scientific advancements from Shastras.
iii. Ability to find the sustainable way of proper communication that developed through various ancient and modern chronicles.

(f) Information and Communication Technology (ICT) Digital Literacy

Capability to use various technical ICT tools.

(g) Self-Directed Learning

Capability to work independently in diverse projects and ensure detailed study of various facets of Sanskrit and Media Journalism.

(h) Moral and Ethical Awareness

i. Ability to ascertain unethical behaviour, falsification and manipulation of information.
ii. Ability to manage self and various social systems.

(i) Lifelong Learning

Capability of self-paced and self-directed learning aimed at personal development.

(j) Linguistic Proficiency

Strong command of Sanskrit, both in comprehension and composition.

(k) Cultural Awareness

Understanding of India's intellectual, spiritual and literary heritage.

(l) Interdisciplinary Approach

Capability to relate Sanskrit knowledge to other disciplines such as Communication, technology, health, publicity and policy.

QUALIFICATION DESCRIPTORS FOR GRADUATES IN SANSKRIT AND JOURNALISM

As Sanskrit and Journalism is considered as an area where we tend to study different aspects that impact social, political, legal, economic, moral arenas, the qualification descriptors for a B.A. Hons. (Sanskrit and Journalism) programme include the following:

- Demonstration of deeper understanding of Sanskrit and its power of communication.
- Application of knowledge of ancient wisdom in modern lifestyle.
- Demonstration of comprehensive knowledge of various dimensions of Sanskrit and Media Journalism (IKS) and Contemporary Knowledge Systems.
- Demonstration of multidisciplinary approach towards Sanskrit as it has vast cognitive treasures of various disciplines like economics, politics, law, public administration, community management, crowd control, information preservation etc.
- Comprehensive knowledge about current topics and the scholarly research pertaining to chosen areas, knowledge creation, information dissemination, social media tools and techniques and skills required to comprehend contemporary issues.

PROGRAM OUTCOME MAPPING FOR MAJOR COURSES

Course Name	Rootedness	IKS	Futuristic	Employability	Value, Skill and Multidisciplinary	Disciplinary Knowledge	Difficulty Level
Introduction to Communication	✓	✓	✓	✓	✓	✓	✓
Core Concepts of Media Journalism	✓	✓	✓	✓	✓	✓	✓
Shabdabrahma and the Media Landscape	✓	✓	✓	✓	✓	✓	✓
Media and the Constitutional Rules	✓	✓	✓	✓	✓	✓	✓
Growth of Mass Media: Print, Electronic and New Media (Digital as well as social media)	✓	✓	✓	✓	✓	✓	✓
Indian Context of Media Journalism	✓	✓	✓	✓	✓	✓	✓
History and Myth: Understanding and Practice of Journalism in India	✓	✓	✓	✓	✓	✓	✓
Global Media: Actions and Utility	✓	✓	✓	✓	✓	✓	✓
Media Journalism: The Interdisciplinary Link	✓	✓	✓	✓	✓	✓	✓
Exploring Core Forms of News Journalism	✓	✓	✓	✓	✓	✓	✓
Introduction of Public Relation and Advertising	✓	✓	✓	✓	✓	✓	✓

Sanskrit Media Journalism: A Source of Tradition and Culture	✓	✓	✓	✓	✓	✓	✓
Media for Unity	✓	✓	✓	✓	✓	✓	✓
Information, Education and Communication (IEC) and Behaviour Change and Communication (BCC) in Indian Context	✓	✓	✓	✓	✓	✓	✓
Media Journalism: Applied forms and the Ground Zero	✓	✓	✓	✓	✓	✓	✓
Media Houses	✓	✓	✓	✓	✓	✓	✓
Media Rules, Ethics and Management	✓	✓	✓	✓	✓	✓	✓
Media and the Constitutional Provisions in India and Across	✓	✓	✓	✓	✓	✓	✓
Knowledge of Printing Technology and Its relevance in Print Media Journalism	✓	✓	✓	✓	✓	✓	✓
Role of Media in India's Freedom Struggle	✓	✓	✓	✓	✓	✓	✓
Television Journalism: Origin and Development	✓	✓	✓	✓	✓	✓	✓
Radio Journalism	✓	✓	✓	✓	✓	✓	✓

Understanding Global Media	✓	✓	✓	✓	✓	✓	✓
Sanskrit Language Skills for Journalists	✓	✓	✓	✓	✓	✓	✓
Important News Papers, Prominent National-International Media Houses and Media Platforms	✓	✓	✓	✓	✓	✓	✓
Global Media and Its Contemporary Concerns	✓	✓	✓	✓	✓	✓	✓
Community Media and the Media Ecology	✓	✓	✓	✓	✓	✓	✓
Digital Media Journalism	✓	✓	✓	✓	✓	✓	✓
Brand Building, Corporate Communication and the Media Journalism	✓	✓	✓	✓	✓	✓	✓
Career Pathways in Media Journalism and Different Fields Related to Communication	✓	✓	✓	✓	✓	✓	✓
Process of Information Generation in Ancient Indian Landscape	✓	✓	✓	✓	✓	✓	✓
Cultural Journalism: Preserving Heritage through Media	✓	✓	✓	✓	✓	✓	✓

PROGRAM OUTCOME MAPPING FOR MINOR COURSES

Course Name	Rootedness	IKS	Futuristic	Employability	Value, Skill and Multidisciplinary	Disciplinary Knowledge	Difficulty Level
Media Journalism and the Society	✓	✓	✓	✓	✓	✓	✓
Core Issues of News Journalism	✓	✓	✓	✓	✓	✓	✓
Mass Media: Print, Electronic and Emerging Media	✓	✓	✓	✓	✓	✓	✓
The Interdisciplinary Aspects of Media Journalism	✓	✓	✓	✓	✓	✓	✓
Journalistic Writing and Editing in Sanskrit	✓	✓	✓	✓	✓	✓	✓
Introduction to Sanskrit Journalism	✓	✓	✓	✓	✓	✓	✓
Traditional Narratives and Modern Storytelling	✓	✓	✓	✓	✓	✓	✓
Basics of Sanskrit Media and Journalism	✓	✓	✓	✓	✓	✓	✓
Fundamental Concepts of Sanskrit and Media Communication	✓	✓	✓	✓	✓	✓	✓
Media ethics	✓	✓	✓	✓	✓	✓	✓
Sanskrit As a Medium Of communication	✓	✓	✓	✓	✓	✓	✓
Communication in India Through the ages	✓	✓	✓	✓	✓	✓	✓
Media Journalism for Unity	✓	✓	✓	✓	✓	✓	✓
Sanskrit and Modern Media: Admixture of Value and Modernity	✓	✓	✓	✓	✓	✓	✓

POOL OF MAJOR COURSES

S. No.		Course Name	Course Credit	Course Level
1	FIRST YEAR MAJOR	Major 1.1: Introduction to Communication	4	100-199
2		Major 1.2: Core Concepts of Media Journalism	4	100-199
3		Major 1.3: Shabdabrahma and the Media Landscape	4	100-199
4		Major 1.4: Media and the Constitutional Rules	4	100-199
5		Major 1.5: Growth of Mass Media: Print, Electronic and New Media (Digital as well as social media)	4	100-199
6		Major 1.6: Indian Context of Media Journalism	4	100-199
7		Major 1.7: History and Myth: Understanding and Practice of Journalism in India	4	100-199
8		Major 1.8: Global Media: Actions and Utility	4	100-199
9	SECOND YEAR MAJOR	Major 2.1: Media Journalism: The Interdisciplinary Link	4	200-299
10		Major 2.2 Exploring Core Forms of News Journalism	4	200-299
11		Major 2.3: Introduction of Public Relation and Advertising	4	200-299
12		Major 2.4: Sanskrit Media Journalism: A Source of Tradition and Culture	4	200-299
13		Major 2.5: Media for Unity	4	200-299
14		Major 2.6: Information, Education and Communication (IEC) and Behaviour Change and Communication (BCC) in Indian Context	4	200-299
15		Major 2.7: Media Journalism: Applied forms and the Ground Zero	4	200-299
16		Major 2.8: Media Houses	4	200-299
17	THIRD YEAR MAJOR	Major 3.1: Media Rules, Ethics and Management	4	300-399
18		Major 3.2: Media and the Constitutional Provisions in India and Across	4	300-399
19		Major 3.3: Knowledge of Printing Technology and Its relevance in Print Media Journalism.	4	300-399
20		Major 3.4: Role of Media in India's Freedom Struggle	4	300-399
21		Major 3.5: Television Journalism: Origin and Development	4	300-399
22		Major 3.6: Radio Journalism	4	300-399
23		Major 3.7: Understanding Global Media	4	300-399
24		Major 3.8: Sanskrit Language Skills for Journalists	4	300-399
25	FOURTH YEAR MAJOR	Major 4.1: Important News Papers, Prominent National-International Media Houses and Media Platforms	4	400-499
26		Major 4.2: Global Media and Its Contemporary Concerns	4	400-499
27		Major 4.3: Community Media and the Media Ecology	4	400-499
28		Major 4.4: Digital Media Journalism	4	400-499
29		Major 4.5: Brand Building, Corporate Communication and the Media Journalism	4	400-499
30		Major 4.6: Career Pathways in Media Journalism and Different Fields Related to Communication	4	400-499

31		Major 4.7: Process of Information Generation in Ancient Indian Landscape	4	400-499
32		Major 4.8: Cultural Journalism: Preserving Heritage through Media	4	400-499

POOL OF MINOR COURSES

S. No.		Course Name	Course Credit	Course Level
1	SECOND YEAR MINORS	Minor 2.A.1. Media Journalism and the Society	4	200-299
2		Minor 2.A.2. Core Issues of News Journalism	4	200-299
3		Minor 2. A.3. Mass Media: Print, Electronic and Emerging Media	4	200-299
4	THIRD YEAR MINORS	Minor 3.A.1: The Interdisciplinary Aspects of Media Journalism	4	300-399
5		Minor 3. A.2. Journalistic Writing and Editing in Sanskrit	4	300-399
6		Minor 3. A.3. Introduction to Sanskrit Journalism	4	300-399
7		Minor 3.A.4: Traditional Narratives and Modern Storytelling	4	300-399
8		Minor 3. A.5. Basics of Sanskrit Media and Journalism	4	300-399
9		Minor 3.A.6 Fundamental Concepts of Sanskrit and Media Communication	4	300-399
		Minor 3.A.7: Media ethics	4	300-399
10		Minor 3.A.8: Sanskrit as a Medium Of communication	4	300-399
11	FOURTH YEAR MINORS	Minor 4.A.1: Communication in India Through the ages	4	400-499
12		Minor 4.A.2: Media Journalism for Unity	4	400-499
13		Minor 4.A.3. Sanskrit and Modern Media: Admixture of Value and Modernity	4	400-499

FIRST YEAR: MAJOR PAPERS

Difficulty Level 100-199

Credits - 4
Hours - 60

SEMESTER - 1

Major 1.1: Introduction to Communication

Course objectives:

1. To understand the fundamental concepts of communication.
2. To explore the unique Indian philosophical and societal underpinnings that have shaped communication practices and theories.
3. To analyze and apply key communication theories and models.
4. To trace the evolution of media and its relationship with communication.
5. To recognize the foundational role of communication principles in media journalism.

Learning outcomes:

After the completion of the course, the students will:

1. Understand the fundamentals of verbal and non-verbal communication and their significance in media contexts.
2. Analyze Indian philosophical and cultural foundations of communication.
3. Apply major communication theories and models to various scenarios.
4. Trace the evolution from folk media to mass and digital media.
5. Evaluate how communication processes shape media journalism.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 1.1	Introduction to Communication	04	0	0	04

Details of Course:

Unit I Verbal and Non-Verbal Communication. **Credit- 1**

- Development of the Concept.
- Characteristic Features and Importance.

Unit II Indian rootedness of Communication. **Credit- 1**

- Vedic Samvadasuktas.
- Communication Programme in the Mahabhashya.
- The Interactive procedures of the Puranas.

Unit III Communication theories and models. **Credit 1**

- Theory of Communication in Geeta.
- Communication Theories in the Philosophical Exegesis.
- Modern Theories of Communication.

Unit IV Communication and Media. **Credit 1**

- Folk Media to Mass Media.

Essential/Recommended Readings/Texts:

1. Mody, B. (2003). Communication and social development in India. Sage Publications.
2. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
3. Chawla, A. S. (2011). Introduction to mass communication. Pearson Publication.
4. Kumar, K. J. (2015). Mass communication in India. Jaico Publishing House.
5. Kubitschko, S., & Kaun, A. (Eds.). (2016). Innovative methods in media and communication research. Palgrave Macmillan.
6. Aggarwal, V. B. (2019). Handbook of mass communication and journalism. Concept Publishing Company.

Difficulty Level 100-199

Credits - 4
Hours - 60

Major 1.2: Core Concepts of Media Journalism

Course objectives:

1. To define and articulate the fundamental nature of media journalism.
2. To analyze the processes and foundational practices involved in crafting news: Identify and apply the core concepts and essential skills required of a journalist.
3. To understand and adhere to the ethical framework guiding journalistic conduct.
4. To critically evaluate journalistic content.

Learning outcomes:

After the completion of the course, the students will:

1. Define media journalism and its role in society.
2. Analyze the foundational practices in news creation across media platforms.
3. Identify the core competencies and roles of journalists.
4. Evaluate ethical principles guiding journalistic practices.
5. Apply critical thinking to assess media content.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 1.2	Core Concepts of Media Journalism	04	0	0	04

Details of Course:

Unit I Understanding Media Journalism. **Credit- 1**

- Definitions and Importance of Language in Media Journalism.

Unit II Crafting of the News in different media types. **Credit- 1**

- Foundational Practices in Media Journalism.

Unit III Core concept and essential skills of Journalist. **Credit 1**

- Ways of collecting information, communication skill, skills remain connected with general mass.

Unit IV The Ethical Framework. **Credit 1**

- Principles Guiding Journalistic Conduct.

Essential/Recommended Readings/Texts:

1. Mody, B. (2003). Communication and social development in India. Sage Publications.
2. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
3. Chawla, A. S. (2011). Introduction to mass communication. Pearson Publication.
4. Kumar, K. J. (2015). Mass communication in India. Jaico Publishing House.

5. Kubitschko, S., & Kaun, A. (Eds.). (2016). Innovative methods in media and communication research. Palgrave Macmillan.
6. Aggarwal, V. B. (2019). Handbook of mass communication and journalism. Concept Publishing Company.

Difficulty Level 100-199

Credits - 4
Hours - 60

Major 1.3: Shabdabrahma and the Media Landscape

Course objectives:

1. To grasp the philosophical concept of Shabdabrahma.
2. To trace the historical and conceptual continuity of communication.
3. To apply the principles of non-violent communication.
4. To critically analyze the ethical implications of language in media.
5. To develop a nuanced perspective on media's role.

Learning outcomes:

After the completion of the course, the students will:

1. Understand the concept of Shabdabrahma and its implications for communication.
2. Explore the evolution from ancient communication wisdom to modern media.
3. Apply principles of non-violent and ethical communication in journalism.
4. Analyze integrity issues and ethical challenges in media practices.
5. Envision future media grounded in philosophical ethics and Shabdabrahma.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 1.3	Shabdabrahma and the Media Landscape	04	0	0	04

Details of Course:

Unit I The Idea Regarding Shabdabrahma. **Credit 1**

- Importance of Sound, Meaning and Communication based on Brahmakanda of the Vakyapadiya of Bhatrihari.

Unit II Ancient Wisdom to Modern Media. **Credit 1**

- Concept of Messenger in the Mahabharata, Espionage system of the Arthashastra, Modern Media.

Unit III Concept of Non-Violent Communication. **Credit 1**

- Shabdabrahma in integrity issues.

Unit IV Shabdabrahma, Ethics and the Future of Media. **Credit 1**

- Inculcation of Holistic Environment in the process of dissemination of Information.

Essential/Recommended Readings/Texts:

1. Mody, B. (2003). Communication and social development in India. Sage Publications.
2. Gītā Press. (2004). Īśādi Nāva Upaniṣad. Gītā Press.
3. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.

4. Chawla, A. S. (2011). Introduction to mass communication. Pearson Publication.
5. Khanduri, A. P. S. (Ed.). (2014). Vākyapadīyam. Chaukhamba Krishnadas Academy.
6. Kumar, K. J. (2015). Mass communication in India. Jaico Publishing House.
7. Kubitschko, S., & Kaun, A. (Eds.). (2016). Innovative methods in media and communication research. Palgrave Macmillan.
8. Aggarwal, V. B. (2019). Handbook of mass communication and journalism. Concept Publishing Company.

Difficulty Level 100-199

Credits - 4
Hours - 60

Major 1.4: Media and the Constitutional Rules

Course objectives:

1. To analyze the foundational constitutional frameworks that guarantee media freedom in India and selected key global democracies.
2. To examine the interplay between constitutional rights (such as freedom of information, privacy and public participation) and media access.
3. To compare and contrast constitutional limits on media freedom, understanding the delicate balance between rights and reasonable restrictions across different jurisdictions.
4. To evaluate media regulation and governance challenges from a constitutional perspective, drawing insights from both Indian and international contexts.
5. To develop a critical understanding of the legal and ethical responsibilities of media in upholding democratic values within constitutional boundaries

Learning outcomes:

After the completion of the course, the students will:

1. Compare constitutional media freedoms across global democracies.
2. Analyze media access, privacy rights and public participation.
3. Evaluate constitutional limits on media freedom in India and beyond.
4. Examine legal and ethical dilemmas in news reporting.
5. Propose regulatory strategies upholding media freedom and responsibility.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 1.4	Media and the Constitutional Rules	04	0	0	04

Details of Course:

Unit I Introduction to Media Freedom. **Credit- 1**

- Concept, Key points, Constitutional Frameworks in India and Key Global Democracies.

Unit II Constitutional Rights and Media Access. **Credit- 1**

- Information, Privacy and the Public Sphere.

Unit III Affective Rights and its Positive Implementation in the Field of Media Journalism. **Credit 1**

- Constitutional Limits on Media Freedom, Benefits and Limitations.

Unit IV Media Regulations and Constitutional Challenges. **Credit 1**

- Basic Regulations of India, International Directives, Punitive Measures.

Essential/Recommended Readings/Texts:

1. Mody, B. (2003). Communication and social development in India. Sage Publications.
2. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
3. Chawla, A. S. (2011). Introduction to mass communication. Pearson Publication.
4. Kumar, K. J. (2015). Mass communication in India. Jaico Publishing House.
5. Kubitschko, S., & Kaun, A. (Eds.). (2016). Innovative methods in media and communication research. Palgrave Macmillan.
6. Mishra, S. K. (2018). Media management. Gyan Geeta Prakashan.
7. Aggarwal, V. B. (2019). Handbook of mass communication and journalism. Concept Publishing Company.
8. Kulkarni, S. N. (2020). Press & media law. Asia Law House.
9. Divan, M. G. (2023). Facets of media law. Eastern Book Company.
10. Chatterjee, I. (2024). Media law and ethics. Satyam Law International.
11. Ahuja, B. N. Press laws and media ethics. Surjeet Publications.

Difficulty Level 100-199

Credits - 4
Hours - 60

SEMESTER – 2

Major 1.5: Growth of Mass Media: Print, Electronic and New Media (Digital as well as Social Media)

Course objectives:

1. To trace the historical evolution of mass media.
2. To apply foundational media relations tools.
3. To analyze the distinct characteristics and content formats of various media types.
4. To evaluate the transformative impact of digital and social media.
6. To assess the current media landscape.

Learning outcomes:

After the completion of the course, the students will:

1. Trace historical development of print, electronic and digital media.
2. Apply media writing techniques like press releases and press meets.
3. Understand the evolution and influence of print and broadcast journalism.
4. Analyze content creation for digital and social media.
5. Evaluate media convergence and the implications of new media.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 1.5	Growth of Mass Media: Print, Electronic and New Media (Digital as well as social media)	04	0	0	04

Details of Course:

Unit I Basics of Media Connect and Writings. **Credit- 1**

- Press Release, Press Meet, Meet the Press etc.

Unit II Introducing Print Media. **Credit- 1**

- Early forms of Mass Communication, Sabha and Samitis, Performing Arts.

Unit III Introducing Electronic Media. **Credit 1**

- Media content in Radio and Television.

Unit IV Digital Age and the Social Media. **Credit 1**

- History and Development of Social Media, The Interactive Mass Media and the Media Content.

Essential/Recommended Readings/Texts:

1. Mody, B. (2003). Communication and social development in India. Sage Publications.
2. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
3. Chawla, A. S. (2011). Introduction to mass communication. Pearson Publication.
4. Chow, A. (2015). Social media 247. Candid Creation Publishing.
5. Kumar, K. J. (2015). Mass communication in India. Jaico Publishing House.
6. Kubitschko, S., & Kaun, A. (Eds.). (2016). Innovative methods in media and communication research. Palgrave Macmillan.
7. Aggarwal, V. B. (2019). Handbook of mass communication and journalism. Concept Publishing Company.
8. McMahon, C. (2019). The psychology of social media. Routledge.

Difficulty Level 100-199

Credits - 4
Hours - 60

Major 1.6: Indian Context of Media Journalism

Course objectives:

1. To trace the historical development of media journalism in India.
2. To compare and contrast diverse media types.
3. To analyze media reporting practices within the Indian socio-cultural context.
4. To examine the constitutional framework governing media in India.
5. To critically evaluate the role of media journalism in shaping public discourse in India.

Learning outcomes:

After the completion of the course, the students will:

1. Trace the evolution of journalism in India and key contributors.
2. Compare Indian and global media types and operations.
3. Assess media reporting within India's diverse socio-cultural context.
4. Interpret constitutional provisions relevant to media freedom and responsibility.
5. Analyze current media concerns like censorship, fake news and regulation.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 1.6	Indian Context of Media Journalism	04	0	0	04

Details of Course:

Unit I Roots and Evolution of Media Journalism in India. **Credit- 1**

- From the Vedic period to Modern Era.

Unit II Media types in India and Across the globe. **Credit- 1**

- Introduction and Activities.

Unit III Media Reporting in Different media with Reference to Indian Socio-Cultural Context. **Credit 1**

- Principal Modalities, Key Points, Socio Cultural Issues of India and their Priorities.

Unit IV Constitutional Provisions and Contemporary Concerns. **Credit 1**

- Role of the Constitution in the Field of Media, Public Sensitization through Media.

Essential/Recommended Readings/Texts:

1. Mody, B. (2003). Communication and social development in India. Sage Publications.
2. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
3. Chawla, A. S. (2011). Introduction to mass communication. Pearson Publication.
4. Kumar, K. J. (2015). Mass communication in India. Jaico Publishing House.

5. Kubitschko, S., & Kaun, A. (Eds.). (2016). Innovative methods in media and communication research. Palgrave Macmillan.
6. Aggarwal, V. B. (2019). Handbook of mass communication and journalism. Concept Publishing Company.
7. Shukla, H. (1969). A century of Sanskrit journalism. Alok Prakashan.
8. Sagar, B. History of Sanskrit journalism.

Difficulty Level 100-199

Credits - 4
Hours - 60

Major 1.7: History and Myth: Understanding and Practice of Journalism in India

Course objectives:

1. To explore the philosophical foundations of communication in ancient India.
2. To analyze ancient Indian narrative techniques
3. To establish conceptual links between ancient Indian communication paradigms. and modern media principles
4. To trace the historical development of media journalism in India.
5. To critically evaluate the unique Indian context of journalism.

Learning outcomes:

After the completion of the course, the students will:

1. Explore the philosophical and narrative traditions of Vedic communication.
2. Analyze narrative strategies in Epics and Puranas.
3. Connect symbolism and allegory in ancient texts to modern media storytelling.
4. Trace journalism's historical development post-epic era.
5. Critically evaluate Indian journalism's unique identity and roots.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 1.7	History and Myth: Understanding and Practice of Journalism in India	04	0	0	04

Details of Course:

Unit I Vedic Texts and Media Principles. **Credit- 1**

- Connections between Vedic concepts and contemporary media.

Unit II Epics & Puranas. **Credit- 1**

- Narrative & Communication.

Unit III Influence of Epics and Puranas on storytelling and Media Narratives. **Credit 1**

- The Use of Symbolism and Allegory.

Unit IV Development of Media Journalism in India. **Credit 1**

- post- Epic/Puranic periods.

Essential/Recommended Readings/Texts:

1. Shukla, H. (1969). A century of Sanskrit journalism. Alok Prakashan.

2. Comer, J. (1981). Communication studies. Longman.
3. Mody, B. (2003). Communication and social development in India. Sage Publications.
4. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
5. Chawla, A. S. (2011). Introduction to mass communication. Pearson Publication.
6. Kumar, K. J. (2015). Mass communication in India. Jaico Publishing House.
7. Kubitschko, S., & Kaun, A. (Eds.). (2016). Innovative methods in media and communication research. Palgrave Macmillan.
8. Aggarwal, V. B. (2019). Handbook of mass communication and journalism. Concept Publishing Company.
9. Sagar, B. History of Sanskrit journalism.
10. Sontakke, N. S., & Kashikar, C. G. (Eds.). (n.d.). Ṛgveda-saṁhitā with the commentary of Sāyaṇācārya (Vol. 4, Mandalas IX–X). Adarsha Sanskrit Shodha Sanstha.
11. Watson, J. Dictionary of communication and media studies.

Difficulty Level 100-199

Credits - 4
Hours - 60

Major 1.8: Global Media: Actions and Utility

Course objectives:

1. To analyze the complex structures and diverse ownership patterns that characterize the contemporary global media landscape.
2. To evaluate the dynamics of cultural flows and media globalization, understanding their impact on local and international societies.
3. To examine the phenomenon of digital divides and their implications for global media access, participation and equity.
4. To assess the role of global media in driving and responding to social change, including movements, advocacy and human rights issues.
5. To develop a critical perspective on global media by understanding its economic, political, cultural and technological dimensions.

Learning outcomes:

After the completion of the course, the students will:

1. Analyze global media structures and ownership patterns.
2. Examine cultural flows and media globalization impacts.
3. Evaluate the digital divide in global media access.
4. Assess global media's role in social change and activism.
5. Develop critical perspectives on global media dynamics.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 1.8	Global Media: Actions and Utility	04	0	0	04

Details of Course:

Unit I Global Media Landscapes. **Credit- 1**

- Organizational structures, Ownership patterns, Power Dynamics in Global Media Industries.

Unit II Cultural Flows and and its Importance in Media Globalization. **Credit- 1**

- Meaning and Concept of the Cultural Content, Importance of Development of Cultural Contents, Picture of the Movement of Cultural Content across Borders.

Unit III Cross Cutting Edges and the Digital and Global Media Access. **Credit 1**

- Reasons of Digital Disparities, Impact of Digital Disparities on the Society, Participation of Media across Different Regions and Communities.

Unit IV Role of Global Media in Bringing Social Change. Credit 1

- Role of Global Media in Influencing and Building Public Opinion, Activism and Societal Transformation, Impact of Global Media in India's Parlance.

Essential/Recommended Readings/Texts:

1. Tomlinson, J. (1991). Cultural imperialism: A critical introduction. Continuum.
2. Kamalipour, Y. R. (Ed.). (2001). Global communication: New agendas in communication. Wadsworth/Thomson Learning.
3. Rantanen, T. (2005). Media and globalization. Sage Publications.
4. Ranganathan, M., & Rodrigues, U. (2010). Indian media in a globalised world. Sage Publications.
5. Mansell, R., & Raboy, M. (Eds.). (2011). The handbook of global media and communication policy. Blackwell Publishing.
6. Castells, M. (2012). Networks of outrage and hope: Social movements in the internet age. Polity Press.
7. Curran, J. (2019). Media and society. Bloomsbury Academic.
8. McPhail, T. L., & Phipps, S. (2019). Global communication: Theories, stakeholders and trends. Wiley Blackwell.
9. Dahiya, S. (2022). Indian media giants: Unveiling the business dynamics of print legacies. Oxford University Press India.
10. Rathore, B. (2024). Strategic media planning and buying: Integration of traditional and digital media (South Asia ed.). Routledge India.

SECOND YEAR: MAJOR PAPERS

Difficulty Level 200-299

Credits - 4
Hours - 60

SEMESTER – 3

Major 2.1: Media Journalism: The Interdisciplinary Link

Course objectives:

1. To recognize the interdisciplinary foundations of media journalism.
2. To analyze the construction and reception of news narratives.
3. To explore diverse career pathways in modern journalism.
4. To articulate the intrinsic connections between communication studies, media journalism and media research.
5. To develop a holistic understanding of journalism

Learning outcomes:

After the completion of the course, the students will:

1. Understand the interdisciplinary roots of journalism from social sciences.
2. Analyse how audiences interpret media through societal lenses.
3. Explore evolving career options in journalism.
4. Understand research's role in media studies and journalism.
5. Develop holistic insights into the media's academic and practical dimensions.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 2.1	Media Journalism: The Interdisciplinary Link	04	0	0	04

Details of Course:

Unit I Bridging the Disciplines. **Credit- 1**

- Understanding Media Journalism's Foundations, Aims and Objectives, Societal Requirements.

Unit II News and Media Narratives. **Credit- 1**

- Understanding Audience in Societal Lenses, Needs and Issues.

Unit III Career Pathways in Modern Journalism. **Credit 1**

- Areas, Requisite Qualifications, Importance.

Unit IV Interdisciplinary link of the Communication Studies. **Credit 1**

- Media Journalism and the Media Research, Important Domains, Social Needs.

Essential/Recommended Readings/Texts:

1. Sarma, S., & Malhotra, V. (2013). Television programme production. V&S Publishers.
2. Chow, A. (2015). Social media 247. Candid Creation Publishing.

3. McMahon, C. (2019). The psychology of social media. Routledge.
4. Alexander, R., & Stewart, P. (2021). Broadcast journalism: Techniques of radio and television news. Routledge.
5. Dalal, M. (2023). Modern communication with social media. BPB Publication.
6. Kumar, D. (2023). Advertising and public relation. DPS Publishing House.
7. Rathore, B. (2024). Strategic media planning and buying: Integration of traditional and digital media (South Asia ed.). Routledge India.

Difficulty Level 200-299

Credits - 4
Hours - 60

Major 2.2: Exploring Core Forms of News Journalism

Course objectives:

1. To understand the fundamentals of creating diverse journalistic content.
2. To identify and articulate various roles and responsibilities within a media organization.
3. To explore specialized areas of journalistic reporting.
4. To analyze the evolving landscape of journalism.
5. To develop foundational skills for practical journalistic work.

Learning outcomes:

After the completion of the course, the students will:

1. Understand the creation of various journalistic content types.
2. Identify roles and responsibilities in media organizations.
3. Analyze specialized journalistic beats and practices.
4. Apply digital and visual storytelling techniques.
5. Adapt to emerging trends and demands in journalism.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 2.2	Exploring Core Forms of News Journalism	04	0	0	04

Details of Course:

Unit I Understanding Media Content. **Credit- 1**

- An Introduction for Creators, Key Points, Method of Sensitization, Dos and Don’ts.

Unit II Introduction to different roles and responsibilities in Media Journalism. **Credit- 1**

- Respective Roles of Reporter, Editor, Reader, Interviewer.

Unit III Specialized fields: Covering diverse beats in Journalism. **Credit 1**

- Fields of Politics, Sports, Education, Society Management.

Unit IV The Evolving Landscape of Journalism. **Credit 1**

- Digital, Visual, Storytelling, Interviews, Experience Sharing.

Essential/Recommended Readings/Texts:

1. Sarma, S., & Malhotra, V. (2013). Television programme production. V&S Publishers.
2. Chow, A. (2015). Social media 247. Candid Creation Publishing.
3. McMahon, C. (2019). The psychology of social media. Routledge.

4. Alexander, R., & Stewart, P. (2021). Broadcast journalism: Techniques of radio and television news. Routledge.
5. Rathore, B. (2024). Strategic media planning and buying: Integration of traditional and digital media (South Asia ed.). Routledge India.

Difficulty Level 200-299

Credits - 4
Hours - 60

Major 2.3: Introduction of Public Relation and Advertising

Course objectives:

1. To distinguish between Public Relations and Advertising, understanding their unique purposes and tactical applications.
2. To grasp the foundational principles and essential practices that define the field of Public Relations.
3. To comprehend the core elements of advertising, from strategic planning to creative execution.
4. To recognize the power of integrated communication, appreciating how PR and advertising work together to achieve comprehensive communication goals.
5. To develop preliminary skills in crafting and assessing basic PR and advertising messages.

Learning outcomes:

After the completion of the course, the students will:

1. Differentiate PR and advertising in purpose and approach.
2. Apply core PR principles and tactics.
3. Understand strategy and creativity in advertising.
4. Integrate PR and advertising through IMC frameworks.
5. Develop practical communication skills for campaign planning.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 2.3	Introduction of Public Relation and Advertising	04	0	0	04

Details of Course:

Unit I Understanding Public Relations and Advertising. **Credit- 1**

- Meaning, Concepts, Important Trends, Societal Requirements.

Unit II Core Principles and Practices of Public Relations. **Credit- 1**

- History and Development, Effective Results of Good Public Relations, Qualities of a Successful PRO.

Unit III Fundamentals of Advertising. **Credit 1**

- Principles and Strategies, Creative Statements and their Importance.

Unit IV Integrated Communication. **Credit 1**

- The Synergy of PR and Advertising, Governing Principles, Impacts on the Society.

Essential/Recommended Readings/Texts:

1. Vatsyayan, K. (1996). Bharata: The Nāṭyaśāstra. Nesma Books.
2. Mody, B. (2003). Communication and social development in India. Sage Publications.
3. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
4. Singh, D. (2008). Fables in the Indian narrative tradition. D. K. Printworld.
5. Chow, A. (2015). Social media 247. Candid Creation Publishing.
6. McMahon, C. (2019). The psychology of social media. Routledge.
7. Reddi, C. V. N. (2019). Effective public relations and media strategy. PHI Learning.
8. Knowles, M. (2020). Public relations and media PR strategies for the digital age. Music World Publishing.
9. Kotler, P., Keller, K. L., & Chernev, A. (2022). Marketing management. Pearson Education.
10. Mukund, R. (2022). Don't sell, make them buy. Om Books International.

Difficulty Level 200-299

Credits - 4
Hours - 60

Major 2.4: Sanskrit Media Journalism: A Source of Tradition and Culture

Course objectives:

1. To develop foundational skills in news reporting, anchoring and media presentation.
2. To train students in understanding the role of non-verbal communication (gestures, posture, expression) in journalism.
3. To help learners structure and present news with appropriate articulation and confidence.
4. To foster awareness of stage presence, audience engagement and camera consciousness.
5. To integrate linguistic clarity with effective physical expression in Sanskrit and multilingual news reporting.

Learning outcomes:

After the completion of the course, the students will:

1. Report and present news accurately using appropriate formats and styles.
2. Demonstrate control over voice modulation and pronunciation in Sanskrit and regional languages.
3. Apply behavioral gestures effectively for news delivery on screen.
4. Analyze the impact of non-verbal communication on audience perception.
5. Deliver confident, audience-friendly news presentations for media platforms.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 2.4	Sanskrit Media Journalism: A Source of Tradition and Culture	04	0	0	04

Details of Course:

Unit I Sanskrit Communication as a tool of Indian Value System. Credit- 1

- Sanskrit News Showing Indian Tradition and Culture.
- Regular Utterance of Sanskrit Subhashitas to Insinuate Value System.
- Sanskrit Documentaries on Freedom Fighters.
- Techniques of anchoring and script delivery in classical diction.

Unit II Use of Sanskrit in Digital and social media for sensitizing on Indigenous Knowledge System. Credit- 1

- Blogging, podcasting and video Recording on Indigenous Tradition and Culture of India.

- Sanskrit News and Report as a Tool of Social Unity.
- Translation and subtitling practices for Sanskrit content For Reviving their Age-Old Treasures of India.

Unit III History and Development of Print Media. Credit 1

- Early forms of Mass Communication, Sabha and Samitis, Performing Arts.

Unit IV Background of Sanskrit Journalism. Credit 1

- Historical background and evolution of journalism in Sanskrit.
- Characteristics of journalistic language vs. classical/literary Sanskrit.
- Types of journalistic writing: News, features, editorial, interview.
- Structure of a news report (headline, lead, body, conclusion).
- Use of tenses, voice and sentence structure suited for journalistic writing.

Practical:

- Display of One Act Play on Value System.
- Podcasts on Essential Requisite Service to the Seniors of The Society.
- Skit on Patriotism.
- Blogs and Interviews on Indigenous Good Practices.

Essential/Recommended Readings/Texts:

1. Mody, B. (2003). Communication and social development in India. Sage Publications.
2. Kapur, M. (2006). Effective public speaking. Macmillan India.
3. Mehrabian, A. (2007). Nonverbal communication. Aldine Transaction.
4. Srivastava, K. M. (2007). News anchoring techniques. Sterling Publishers.
5. पाण्डेय, विश्वनाथ. (2010). पत्रकारिता के सिद्धान्त (Sanskrit trans.). Bharatiya Vidya Sansthan.
6. Sharma, R. C. (2009). Patrakaritā vimarśaḥ. Sampurnanand Sanskrit University.
7. पाण्डेय, रमेश कुमार. (2012). संस्कृत पत्रकारिता के मूल तत्व. Chaukhamba Surbharati.
8. गोस्वामी, रघुनाथ. (2015). संस्कृत पत्रकारिता का इतिहास. Motilal Banarsidass.
9. Samskrita Bharati. Sambhāṣaṇa saṅskṛtam (Various eds.).

Difficulty Level 200-299

Credits - 4
Hours - 60

SEMESTER – 4

Major 2.5: Media for Unity

Course objectives:

1. To analyze the foundational role of media.
2. To evaluate media's potential and responsibility.
3. To apply ethical media practices.
4. To develop essential media literacy skills.
5. To advocate for media approaches.

Learning outcomes:

After the completion of the course, the students will:

1. Promote inclusivity through responsible media representation.
2. Apply ethical principles to bridge societal divides.
3. Develop media literacy for critical content engagement.
4. Advocate for unifying media narratives in pluralistic societies.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 2.5	Media for Unity	04	0	0	04

Details of Course:

Unit I Understanding foundational role of Media in shaping belongingness in Bharat. Credit- 1

- Period before Independence, Period during Independence, Period after Independence and till Date.

Unit II Promoting Inclusivity and Understanding Through Media Representation. Credit- 1

- Concept and Importance of Inclusivity, External Negative Forces, Major Media Roles, Future Foundations.

Unit III Ethical Media Practices for Bridging Divides and Fostering Dialogue. Credit 1

- Concept of Media Ethics, Crowd Management, Focal Issues of Dialogues.

Unit IV Media Literacy and Critical Consumption for a Unified Society. Credit 1

- Meaning of Media Literacy and Unified Society, Utopia and Reality, Role of the Society, Process of Societal Sensitization.

Essential/Recommended Readings/Texts:

1. Vatsyayan, K. (1996). Bharata: The Nāṭyaśāstra. Nesma Books.

2. Mody, B. (2003). Communication and social development in India. Sage Publications.
3. Singh, D. (2008). Fables in the Indian narrative tradition. D. K. Printworld.
4. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
5. Reddi, C. V. N. (2019). Effective public relations and media strategy. PHI Learning.
6. Whitehurst, R. S. (2024). Teaching media literacy with social media news. Eye on Education.Jhingran, S. Ethical relativism and universalism. Motilal Banarsidass.
7. Tewary, K. N. Classical Indian ethical thought. Motilal Banarsidass.
8. Christians, C. G., Fackler, M., Richardson, K. B., Kreshel, P. J., & Woods, R. H. (2024). Media ethics: Cases and moral reasoning. Routledge.

Difficulty Level 200-299

Credits - 4
Hours - 60

Major 2.6: Information, Education and Communication (IEC) and Behaviour Change and Communication (BCC) in Indian Context

Course objectives:

1. To understand the foundational principles and theories underlying Information, Education and Communication (IEC) and Behavior Change Communication (BCC).
2. To analyze the application of IEC and BCC strategies across diverse communication contexts in India, including health, corporate, political, cultural and crisis communication.
3. To acquire practical skills in designing and developing effective IEC materials tailored for specific audiences and behavioral outcomes.
4. To evaluate the ethical considerations and cultural sensitivities inherent in implementing IEC and BCC campaigns, particularly within the diverse Indian context.
5. To critically assess the impact and challenges of IEC and BCC interventions.

Learning outcomes:

After the completion of the course, the students will:

1. Understand key principles and theories of IEC and BCC.
2. Analyze IEC/BCC strategies in diverse sectors like health, politics and crisis.
3. Develop practical skills in designing effective IEC materials.
4. Assess ethical and cultural considerations in campaign implementation.
5. Evaluate the real-world impact and limitations of IEC/BCC initiatives.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 2.6	Information, Education and Communication (IEC) and Behaviour Change and Communication (BCC) in Indian Context	04	0	0	04

Details of Course:

Unit I Principles and Theories of IEC and BCC. **Credit- 1**

- Introduction, History and Background, Importance, Social Acceptance.

Unit II Context of IEC-BCC in Various Prominent Fields. **Credit- 1**

- In Communication of Health Sector, In Corporate Communication, In Political Communication, In Cultural Communication, In Communication For Major Crisis Management.

Unit III Designing and Developing IEC Materials. Credit 1

- For Educational Institutions, For Major Political Parties of India, For Indian NGOs acting in Different Fields, For Army, Navy and other Forces of India.

Unit IV Ethical Considerations and Context in IEC and BCC. Credit 1

- Stage based IEC and BCC, Demarcation of Direct Projection and Non-Projection, Government Schemes and Policies.

Essential/Recommended Readings/Texts:

1. Vatsyayan, K. (1996). Bharata: The Nāṭyaśāstra. Nesma Books.
2. Mody, B. (2003). Communication and social development in India. Sage Publications.
3. Singh, D. (2008). Fables in the Indian narrative tradition. D. K. Printworld.
4. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
5. McMahon, C. (2019). The psychology of social media. Routledge.
6. Stewart, R. D. (Ed.). (2022). Social media and the law. Routledge.
7. Christians, C. G., Fackler, M., Richardson, K. B., Kreshel, P. J., & Woods, R. H. (2024). Media ethics: Cases and moral reasoning. Routledge.
8. Whitehurst, R. S. (2024). Teaching media literacy with social media news. Eye on Education.
9. Jhingran, S. Ethical relativism and universalism. Motilal Banarsidass.
10. Tewary, K. N. Classical Indian ethical thought. Motilal Banarsidass.

Difficulty Level 200-299

Credits - 4
Hours - 60

Major 2.7: Media Journalism: Applied forms and the Ground Zero

Course objectives:

1. To reinforce understanding of core journalistic principles and their specific application within the contemporary Indian media landscape.
2. To analyze the evolving relationship between news sources, information technology and the advent of Artificial Intelligence in journalistic practices.
3. To master the fundamental techniques and ethical considerations of investigative journalism for uncovering hidden truths.
4. To acquire essential skills and ethical frameworks for effective conflict and crisis reporting, particularly when operating "at ground zero."
5. To critically evaluate the challenges and responsibilities of journalists working in complex, real-world reporting environments in India.

Learning outcomes:

After the completion of the course, the students will:

1. Apply core journalistic principles within the Indian context.
2. Understand the use of technology and AI in journalism.
3. Learn investigative journalism techniques and ethical practices.
4. Acquire conflict and crisis reporting skills.
5. Evaluate real-world challenges in field-based journalism.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 2.7	Media Journalism: Applied forms and the Ground Zero	04	0	0	04

Details of Course:

Unit I Journalism and its Core Principles in the Indian Context. Credit- 1

- Journalism as a fourth pillar of Democracy, Truth and Accuracy, accountability, Maintaining Plurality as well as Unity as a core value.

Unit II News sources and Information Technology. Credit- 1

- Human Sources, Digital Sources, Artificial Intelligence in Media.

Unit III Investigative Journalism. Credit 1

- Meaning and the Concept, Importance in the Land of Bharat, Importance during Independence, ways and Principles for Uncovering the Ground Truth.

Unit IV Conflict and Crisis Reporting. Credit 1

- Navigating the Ground Zero Situation, Media response to Natural Disaster, Prioritization of Public Interest, Avoidance of Sensationalism.

Essential/Recommended Readings/Texts:

1. Mody, B. (2003). Communication and social development in India. Sage Publications.
2. Simpson, R., & Coté, W. (2006). Covering violence: A guide to ethical reporting about victims and trauma. Columbia University Press.
3. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
4. Allan, S., & Zelizer, B. (Eds.). Reporting war: Journalism in wartime. Routledge.
5. Ghosh, S. Media and disasters: Coping with emergencies in India. Penguin Books India.
6. Upadhyaya, S. Conflict reporting in India: Between the lines. SAGE Publishing India.

Difficulty Level 200-299

Credits - 4
Hours - 60

Major 2.8: Media Houses

Course objectives:

1. To introduce students to the evolution and structure of major media houses in India and abroad.
2. To understand the organizational setup, ownership patterns and editorial policies of various media houses.
3. To analyze the influence of media ownership on content, ethics and public discourse.
4. To provide insights into regional media institutions with a focus on Assamese and Sanskrit media ventures
5. To equip students with the knowledge to critically evaluate media plurality and press freedom.

Learning outcomes:

After the completion of the course, the students will:

1. Identify key national and international media houses and their histories.
2. Understand how ownership affects editorial independence and media representation.
3. Analyze the corporate, political and ideological influences on media content.
4. Compare public service broadcasters with private media houses.
5. Appreciate the growth of regional media houses, especially in Sanskrit and Assamese contexts.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 2.8	Media Houses	04	0	0	04

Details of Course:

Unit I Introduction to Media Houses. **Credit- 1**

- Definition, classification and role of media houses in shaping public opinion.

Unit II Major Indian Media Houses. **Credit- 1**

- The Times Group, The Hindu Group, Indian Express Group, HT Media, NDTV, India Today Group.

Unit III Global Media Giants. **Credit 1**

- BBC (UK), CNN (USA), Al Jazeera (Qatar), The New York Times (USA), Reuters (UK) and their global impact.

Unit IV Regional and Vernacular Media Houses. Credit 1

- Assamese media houses (e.g., The Assam Tribune, Dainik Asom, Pratidin Group) and initiatives in Sanskrit media (e.g., Sudharma, Samskrita Bharati platforms)

Essential/Recommended Readings/Texts:

1. Baruah, S. (1999). India against itself: Assam and the politics of nationality. Oxford University Press.
2. Jeffrey, R. (2000). India's newspaper revolution: Capitalism, politics and the Indian-language press, 1977–1999. Oxford University Press.
3. Thussu, D. K. (2006). Media on the move: Global flow and contra-flow. Routledge.
4. Mehta, N. (2008). India on television: How satellite news channels have changed the way we think and act. HarperCollins.
5. Chatterjee, P. (2016). Indian media business: Dynamics of news industry. Media House Publishers.
6. Press Council of India. (2019). Reports and annual reviews. Press Council of India.

THIRD YEAR: MAJOR PAPERS

Difficulty Level 300-399

Credits - 4
Hours - 60

SEMESTER – 5

Major 3.1: Media Rules, Ethics and Management

Course objectives:

1. To understand the fundamental media laws and their profound significance for journalistic practice and freedom of expression in India.
2. To internalize core media ethics and professional conduct standards, enabling responsible and accountable journalistic practice.
3. To analyze the principles of media management and organizational structures, including diverse ownership patterns and revenue models.
4. To examine the frameworks of media regulation and governance, comparing Indian standards with global practices.
5. To critically evaluate the complex interplay between legal boundaries, ethical imperatives and management strategies in shaping the media landscape.

Learning outcomes:

After the completion of the course, the students will:

1. Understand key media laws and their significance in India.
2. Apply ethical standards and resolve professional dilemmas.
3. Analyze media ownership patterns and revenue models.
4. Examine regulatory bodies and media governance frameworks.
5. Evaluate the balance between freedom, ethics and business in journalism.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 3.1	Media Rules, Ethics and Management	04	0	0	04

Details of Course:

Unit I Introduction to Media Laws and its Significance in India. Credit- 1

- Definition and Objectives of Media Laws, Freedom of Speech, Principal Media Laws of India.

Unit II Media Ethics and Professional Conduct. Credit- 1

- Concept and Types, Right to Privacy, Judicial Verdicts, Maintenance of Confidentialities.

Unit III Media Management and Organization. Credit 1

- Ownership pattern and Revenue Model, Broadcasting Content Complaints Council (BCCC), Press Council of India (PCI), Ministry of Information and Broadcasting (I& B).

Unit IV Media Regulations and Governance in India as well as Global Standard. Credit 1

- Meaning and Importance, Theories of Media Regulations, Freedom of Press.

Essential/Recommended Readings/Texts:

1. Mody, B. (2003). Communication and social development in India. Sage Publications.
2. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
3. Chawla, A. S. (2011). Introduction to mass communication. Pearson Publication.
4. Kumar, K. J. (2015). Mass communication in India. Jaico Publishing House.
5. Kubitschko, S., & Kaun, A. (Eds.). (2016). Innovative methods in media and communication research. Palgrave Macmillan.
6. Mishra, S. K. (2018). Media management. Gyan Geeta Prakashan.
7. Aggarwal, V. B. (2019). Handbook of mass communication and journalism. Concept Publishing Company.
8. Kulkarni, S. N. (2020). Press & media law. Asia Law House.
9. Chatterjee, I. (2024). Media law and ethics. Satyam Law International.
10. Ahuja, B. N. (n.d.). Press laws and media ethics. Surjeet Publications.

Difficulty Level 300-399

Credits - 4
Hours - 60

Major 3.2: Media and the Constitutional Provisions in India and Across

Course objectives:

1. To analyze the foundational constitutional frameworks that guarantee media freedom in India and selected key global democracies.
2. To examine the interplay between constitutional rights (such as freedom of information, privacy and public participation) and media access.
3. To compare and contrast constitutional limits on media freedom, understanding the delicate balance between rights and reasonable restrictions across different jurisdictions.
4. To evaluate media regulation and governance challenges from a constitutional perspective, drawing insights from both Indian and international contexts.
5. To develop a critical understanding of the legal and ethical responsibilities of media in upholding democratic values within constitutional boundaries.

Learning outcomes:

After the completion of the course, the students will:

1. Compare constitutional media freedoms across global democracies.
2. Analyze media access, privacy rights and public participation.
3. Evaluate constitutional limits on media freedom in India and beyond.
4. Examine legal and ethical dilemmas in news reporting.
5. Propose regulatory strategies upholding media freedom and responsibility.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 3.2	Media and the Constitutional Provisions in India and Across	04	0	0	04

Details of Course:

Unit I Foundations of Media Freedom. **Credit- 1**

- Constitutional Frameworks in India and Key Global Democracies.

Unit II Constitutional Rights and Media Access. **Credit- 1**

- Information, Privacy and the Public Sphere.

Unit III Balancing Rights in the Field of Media Journalism. **Credit 1**

- Constitutional Limits on Media Freedom, Benefits and Limitations.

Unit IV Media Regulation and Constitutional Challenges. Credit 1

- Basic Regulations of India, International Directives, Punitive Measures.

Essential/Recommended Readings/Texts:

1. Mody, B. (2003). Communication and social development in India. Sage Publications.
2. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
3. Chawla, A. S. (2011). Introduction to mass communication. Pearson Publication.
4. Kumar, K. J. (2015). Mass communication in India. Jaico Publishing House.
5. Kubitschko, S., & Kaun, A. (Eds.). (2016). Innovative methods in media and communication research. Palgrave Macmillan.
6. Mishra, S. K. (2018). Media management. Gyan Geeta Prakashan.
7. Aggarwal, V. B. (2019). Handbook of mass communication and journalism. Concept Publishing Company.
8. Kulkarni, S. N. (2020). Press & media law. Asia Law House.
9. Divan, M. G. (2023). Facets of media law. Eastern Book Company.
10. Chatterjee, I. (2024). Media law and ethics. Satyam Law International.
11. Ahuja, B. N. Press laws and media ethics. Surjeet Publications.

Difficulty Level 300-399

Credits - 4
Hours - 60

Major 3.3: Knowledge of Printing Technology and Its Relevance in Print Media Journalism

Course objectives:

1. To understand the fundamental print processes and materials essential for modern print media production.
2. To acquire knowledge of pre-press and digital workflow operations, recognizing their critical role in preparing content for print.
3. To comprehend post-press operations and finishing techniques, appreciating how printed materials are transformed into final products.
4. To analyze emerging trends and sustainable practices in the printing industry and their implications for print media journalism.
5. To evaluate the relevance of printing technology to the quality, efficiency and economic viability of contemporary print media journalism.

Learning outcomes:

After the completion of the course, the students will:

1. Understand basic print processes and material specifications.
2. Learn pre-press design, layout and workflow practices.
3. Apply post-press operations and finishing techniques.
4. Analyze the impact of printing decisions on quality and branding.
5. Explore sustainability and innovation trends in the print industry.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 3.3	Knowledge of Printing Technology and Its relevance in Print Media Journalism	04	0	0	04

Details of Course:

Unit I Fundamentals of Print Processes and Materials. **Credit- 1**

- Introduction to basic printing techniques, equipment and commonly used materials.

Unit II Pre-press and Digital Workflow. **Credit- 1**

- Overview of pre-press operations, layout design and digital file preparation for printing.

Unit III Post-press Operations and Finishing Techniques. **Credit 1**

- Study of Binding, Cutting, Lamination and other Finishing processes after Printing.

Unit IV Emerging Trends and Sustainable Practices in Printing. Credit 1

- Exploration of Innovations, Eco-friendly Technologies and Sustainable Practices in the Printing Industry.

Essential/Recommended Readings/Texts:

1. Chappell, W., & Bringhurst, R. (1980). A short history of the printed word. Hartley & Marks.
2. Negroponte, N. (1995). Being digital. Alfred A. Knopf.
3. Chawla, A. S. (2011). Introduction to mass communication. Pearson Publication.
4. McMurtrie, D. C. (2012). Printing: A history of the art. Old Handbook.
5. Kumar, K. J. (2015). Mass communication in India. Jaico Publishing House.
6. Ahuja, C., & Hiteshi, B. (2016). Print journalism: A complete book of journalism. Lighting Source.
7. Kubitschko, S., & Kaun, A. (Eds.). (2016). Innovative methods in media and communication research. Palgrave Macmillan.
8. Aggarwal, V. B. (2019). Handbook of mass communication and journalism. Concept Publishing Company.
9. Barber, G. Sustainable book printing: The future of eco-conscious publishing. https://ecofriendlyprinter.com

Difficulty Level 300-399

Credits - 4
Hours - 60

Major 3.4: Role of Media in India's Freedom Struggle

Course objectives:

1. To explore the emergence and growth of Indian media during the colonial period.
2. To study the contributions of nationalist newspapers and journals in mobilizing public opinion.
3. To examine the role of both English and vernacular press in shaping nationalist discourse.
4. To understand how media served as a tool for political awakening and resistance.
5. To highlight the contributions of key media personalities and publications in the freedom movement.

Learning outcomes:

After the completion of the course, the students will:

1. Analyze how print media influenced nationalist ideologies and mobilized masses.
2. Understand the relationship between media and political leadership during colonial rule.
3. Examine censorship, suppression and the challenges faced by freedom-era journalism.
4. Appreciate the contributions of vernacular language press including Sanskrit and regional journals.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 3.4	Role of Media in India's Freedom Struggle	04	0	0	04

Details of Course:

Unit I Unit I: Historical Emergence of Indian Media and Early Publications. Credit- 1

- Origin and evolution of the Indian press under British rule; the emergence of early newspapers like Bengal Gazette, The Hindu, The Indian Mirror; role of vernacular press including Sudharma and Amrita Bazar Patrika.

Unit II English and Vernacular Press as Instruments of National Awakening. Credit- 1

- Growth of newspapers in regional languages (Kesari andhra Patrika, etc.); the vernacular press's role in spreading nationalist ideas, mobilizing masses and promoting socio-political reform.

Unit III Media Leadership and Revolutionary Journalism. Credit 1

- Contributions of prominent freedom fighters and journalist-leaders such as Bal Gangadhar Tilak (Kesari), Mahatma Gandhi (Young India, Harijan) and Subhas

Chandra Bose (Azad Hind Radio); their use of media as a tool for resistance and awakening.

Unit IV Colonial Censorship, Suppression and the Underground Press. Credit 1

- British censorship laws, the Vernacular Press Act, trials of editors, bans, surveillance and the emergence of underground publications, secret pamphlets and revolutionary literature.

Essential/Recommended Readings/Texts:

1. Natarajan, J. (1955). History of Indian journalism. Publications Division, Government of India.
2. Sinha, N. C. (1978). Sanskrit journalism and nationalism. Chowkhamba Vidyabhawan.
3. Nanda, B. R. (1985). Gandhi and his critics. Oxford University Press.
4. Chandra, B., Mukherjee, M., Mukherjee, A., Panikkar, K. N., & Mahajan, S. (1988). India's struggle for independence: 1857–1947. Penguin Books.
5. Jeffrey, R. (2000). India's newspaper revolution: Capitalism, politics and the Indian-language press. Oxford University Press.
6. Venkateswaran, K. S. (2001). The role of the press in the Indian freedom movement (1857–1947). Gyan Publishing House.
7. Das, S. (2008). Role of press in Indian freedom struggle. Minerva.

Difficulty Level 300-399

Credits - 4
Hours - 60

SEMESTER – 6

Major 3.5: Television Journalism: Origin and Development

Course objectives:

1. To evolution and foundational principles of television journalism.
2. To grasp the unique characteristics of writing and reporting for television news.
3. To identify and apply core news values in the context of television journalism.
4. To comprehend the ethical responsibilities and diverse roles of a television journalist.
5. To differentiate between various types of television programs and their respective production processes.

Learning outcomes:

After the completion of the course, the students will:

1. Trace the history and principles of television journalism.
2. Master writing and storytelling for TV news.
3. Understand the roles and ethics of television journalists.
4. Learn TV production processes and studio management.
5. Develop investigative and beat reporting skills for television.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 3.5	Television Journalism: Origin and Development	04	0	0	04

Details of Course:

Unit I Introduction to Television Journalism. **Credit- 1**

- History and Principles, Techniques of Writing Effective Television News, Scripts.

Unit II News Values in Television Journalism. **Credit- 1**

- Role and Responsibilities of a Television Journalist, Ethical Duties of a Television Journalist, Professional Duties of Television Journalists.

Unit III Different Types of Television Program. **Credit 1**

- Production Process, Editing and Studio Management, Program Formats along with their Production, Editing and Studio Operations.

Unit IV News and Research for Television Journalism. **Credit 1**

- Beats, Investigative Journalism and Nation Building Exercise, News Research Methods, Beat Reporting, Investigative Journalism, Their role in Nation Building.

Essential/Recommended Readings/Texts:

1. Mody, B. (2003). Communication and social development in India. Sage Publications.
2. Mehta, N. (2008). India on television. HarperCollins.
3. Sarma, S., & Malhotra, V. (2013). Television programme production. V&S Publishers.
4. Kumar, K. J. (2015). Mass communication in India. Jaico Publishing House.
5. Keller, T., & Hawkins, S. (2016). Television news: A handbook for reporting, writing, shooting, editing & producing. AITBS Publishers.
6. Kubitschko, S., & Kaun, A. (Eds.). (2016). Methods in media and communication research. Palgrave Macmillan.
7. Stewart, P., & Alexander, R. (2021). Broadcast journalism: Techniques of radio and television news. Routledge.
8. Foreman, G., et al. (2022). The ethical journalist: Making responsible decisions in the digital age. Wiley-Blackwell.
9. Dalal, M. (2023). Modern communication with social media. BPB Publication.
10. Kumar, D. (2023). Advertising and public relation. DPS Publishing House.
11. Rathore, B. (2024). Strategic media planning and buying: Integration of traditional and digital media (South Asia ed.). Routledge India.
12. Mishra, R. G. Saṁskṛta patrakāritā kā itihāsa. Vivek Prakashan.

Difficulty Level
300-399

Credits - 4
Hours - 60

Major 3.6: Radio Journalism

Course objectives:

1. To trace the historical evolution of radio as a mass medium and its development into various forms.
2. To understand the landscape of radio journalism in India, encompassing All India Radio (AIR) and the emergence of online and community radio.
3. To master the principles of creating engaging content for radio, including news writing, program development and scripting.
4. To acquire foundational knowledge of radio production and technical aspects, including recording, editing and mixing.
5. To evaluate the unique strengths and challenges of radio as a journalistic medium in the contemporary environment.

Learning outcomes:

After the completion of the course, the students will:

1. Understand radio's evolution and unique communicative features.
2. Explore radio journalism practices in India (AIR, FM, community radio).
3. Apply writing and scripting skills for radio formats.
4. Learn basic radio production and audio editing.
5. Evaluate radio's strengths and role in contemporary journalism.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 3.6	Radio Journalism	04	0	0	04

Details of Course:

Unit I Radio and its Evolution. **Credit- 1**

- Origin and Background, Growth of Radio as a Medium of Mass Communication.

Unit II Introduction to Radio Journalism in India. **Credit- 1**

- AIR (Medium wave, Short wave, FM etc), Online Radio, Community Radio etc
- Traditional and Digital Platforms of Radio, Role of Radio During Freedom Struggle.

Unit III Radio News, Radio Programs and Writings for Radio Platform. **Credit 1**

- Formats of Radio News and Programs, Principal Techniques for writing for Radio.

Unit IV Radio Production and Technical Aspects. **Credit 1**

- Editing Practices, Production Process, Recording, Editing, Technical handling in Radio Broadcasting.

Essential/Recommended Readings/Texts:

1. Mody, B. (2003). Communication and social development in India. Sage Publications.
2. Chawla, A. S. (2011). Introduction to mass communication. Pearson Publication.
3. Kumar, K. J. (2015). Mass communication in India. Jaico Publishing House.
4. Kubitschko, S., & Kaun, A. (Eds.). (2016). Innovative methods in media and communication research. Palgrave Macmillan.
5. Aggarwal, V. B. (2019). Handbook of mass communication and journalism. Concept Publishing Company.
6. Stewart, P., & Alexander, R. (2021). Broadcast journalism: Techniques of radio and television news. Routledge.
7. Foreman, G., et al. (2022). The ethical journalist: Making responsible decisions in the digital age. Wiley-Blackwell.
8. Dalal, M. (2023). Modern communication with social media. BPB Publication.
9. Kumar, D. (2023). Advertising and public relation. DPS Publishing House.
10. Rathore, B. (2024). Strategic media planning and buying: Integration of traditional and digital media (South Asia ed.). Routledge India.

Difficulty Level 300-399

Credits - 4
Hours - 60

Major 3.7: Understanding Global Media

Course objectives:

1. To analyze the complex structures and diverse ownership patterns that characterize the contemporary global media landscape.
2. To evaluate the dynamics of cultural flows and media globalization, understanding their impact on local and international societies.
3. To examine the phenomenon of digital divides and their implications for global media access, participation and equity.
4. To assess the role of global media in driving and responding to social change, including movements, advocacy and human rights issues.
5. To develop a critical perspective on global media by understanding its economic, political, cultural and technological dimensions.

Learning outcomes:

After the completion of the course, the students will:

1. Analyze global media structures and ownership patterns.
2. Examine cultural flows and media globalization impacts.
3. Evaluate the digital divide in global media access.
4. Assess global media's role in social change and activism.
5. Develop critical perspectives on global media dynamics.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 3.7	Understanding Global Media	04	0	0	04

Details of Course:

Unit I Global Media Landscapes: Structures and Ownership. Credit- 1

- Organizational structures, Ownership patterns, Power Dynamics in Global Media Industries.

Unit II Cultural Flows and Media Globalization. Credit- 1

- Meaning and Concept of the Cultural Content, Importance of Development of Cultural Contents, Picture of the Movement of Cultural Content across Borders, Impact of the Movement of Cultural Content on Media Globalization.

Unit III Digital Divides and Global Media Access. Credit 1

- Reasons of Digital Disparities, Impact of Digital Disparities on Society, Participation of Media across Different regions and Communities.

Unit IV Global Media and Social Change. Credit 1

- Role of Global Media in Influencing and Building Public Opinion, Activism and Societal Transformation, Impact of Global Media in India's Parlance.

Essential/Recommended Readings/Texts:

1. Tomlinson, J. (1991). Cultural imperialism: A critical introduction. Continuum.
2. Kamalipour, Y. R. (Ed.). (2001). Global communication: New agendas in communication. Wadsworth/Thomson Learning.
3. Rantanen, T. (2005). Media and globalization. Sage Publications.
4. Ranganathan, M., & Rodrigues, U. (2010). Indian media in a globalised world. Sage Publications.
5. Mansell, R., & Raboy, M. (Eds.). (2011). The handbook of global media and communication policy. Blackwell Publishing.
6. Castells, M. (2012). Networks of outrage and hope: Social movements in the internet age. Polity Press.
7. Curran, J. (2019). Media and society. Bloomsbury Academic.
8. McPhail, T. L., & Phipps, S. (2019). Global communication: Theories, stakeholders and trends. Wiley Blackwell.
9. Dahiya, S. (2022). Indian media giants: Unveiling the business dynamics of print legacies. Oxford University Press India.
10. Rathore, B. (2024). Strategic media planning and buying: Integration of traditional and digital media (South Asia ed.). Routledge India.

Difficulty Level
300-399

Credits - 4
Hours - 60

Major 3.8: Sanskrit Language Skills for Journalists

Course objectives:

1. To introduce undergraduate students to the functional use of Sanskrit for journalistic writing and reporting.
2. To familiarize learners with the technical vocabulary, stylistic features and linguistic structures used in journalistic Sanskrit.
3. To enable students to translate simple news reports, press notes and headlines between Sanskrit and regional/English languages.
4. To develop students' abilities in basic news writing, speech reporting and interview transcription in Sanskrit.
5. To sensitize learners to the historical and cultural significance of Sanskrit as a medium of communication in traditional and modern contexts.

Learning outcomes:

After the completion of the course, the students will:

1. Demonstrate basic proficiency in reading and understanding simple journalistic Sanskrit texts.
2. Apply appropriate vocabulary and syntactic patterns for drafting short news articles and reports in Sanskrit.
3. Translate short news items and statements from Sanskrit to English/regional languages and vice versa.
4. Compose basic headlines, event reports and interviews in Sanskrit using journalistic style.
5. Recognize the role of Sanskrit in multilingual journalism and cultural communication.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 3.8	Sanskrit Language Skills for Journalists	04	0	0	04

Details of Course:

Unit I Language Skills for Journalistic. **Credit- 1**

- Use of common journalistic expressions and idioms in Sanskrit
- Headline formation techniques:
- Building a working vocabulary:
- Rewriting news headlines and reports.
- Reading aloud and pronunciation drills.
- Listening comprehension.

Unit II Practical Application and Journalistic Writing. Credit- 1

- Writing headlines and subheadings in Sanskrit.
- Drafting short news items, press releases and event summaries.
- Translating basic news reports between Sanskrit and regional/English languages.
- Simulated interviews: question framing and reporting in Sanskrit.
- Reporting speeches: indirect and direct speech representation in Sanskrit.

Unit III Editing and Translation in Sanskrit Journalism. Credit 1

- Principles of editing: Clarity, accuracy, brevity and readability.
- Techniques of headline writing and subheading formulation.
- Editing for grammar, syntax and factual accuracy.
- Translation practices: Translating news content from English/regional languages into Sanskrit.
- Proofreading symbols and editorial markings.

Unit IV Role and Relevance of Sanskrit Journalism Today. Credit 1

- Analyzes the contemporary significance and contributions of Sanskrit journalism in preserving culture and tradition.

Practical Exercises (to be conducted in class and/or as assignments)

- **Translation Practice:** Translate 5 short news articles from regional language/English into Sanskrit and vice versa.
- **Headline Writing:** Write 10 headlines in Sanskrit for hypothetical news items on current events.
- **Report Writing:** Prepare 3 short event/news reports in Sanskrit (100–150 words each).
- **Speech Reporting:** Listen to or read a short speech and prepare a news summary in Sanskrit.
- **Interview Exercise:** Conduct a mock interview and present it in Sanskrit in both direct and indirect speech forms.
- **Sanskrit News Bulletin:** Prepare and deliver a 2-minute oral Sanskrit news bulletin as a group activity.

Essential/Recommended Readings/Texts:

1. Shukla, H. (1969). A century of Sanskrit journalism. Alok Prakashan.
2. Deshpande, M. (1992). Sanskrit and Prakrit: Sociolinguistic issues. Motilal Banarsidass.
3. Kale, M. R. (2003). A higher Sanskrit grammar. Motilal Banarsidass.
4. Shukla, D. N. (2010). Sanskrit journalism: Tradition and modernity. Bharatiya Vidya Prakashan.
5. Pandey, Vishwanath. (2010). Patrakāritā ke siddhānta (Sanskrit trans.). Bharatiya Vidya Sansthan.
6. Pandey, Ramesh Kumar. (2012). Sanskrit patrakāritā ke mūla tattva. Chaukhamba Surbharati.

7. Vasu, N. N. (2014). Introduction to journalism in Sanskrit (Reprint ed.). Chaukhamba.
8. Goswami, Raghunath. (2015). Sanskrit patrakāritā kā itihāsa. Motilal Banarsidass.
9. Sambhāṣaṇa Sandēśa. Selected issues. Samskrita Bharati.
10. Samskrita Bharati. Publications on spoken and practical Sanskrit (e.g., Sambhāṣaṇam, Suvākyāni).
11. All India Radio & Doordarshan. Selected Sanskrit news transcripts and bulletins.
12. Selected articles from Sambhāṣaṇa Sandēśa and Ārṣa Vidyā magazines.

FOURTH YEAR: MAJOR PAPERS

Difficulty Level 400-499

Credits - 4
Hours - 60

SEMESTER – 7

Major 4.1: Important Newspapers, Prominent National- International Media Houses and Media Platforms

Course objectives:

1. To identify and categorize major regional and national newspapers in India, understanding their reach, language and journalistic focus.
2. To analyze the landscape of television networks in India, including their ownership patterns and corporate structures.
3. To explore the rapid growth and characteristics of digital media in India, identifying key platforms and their impact.
4. To recognize key international media houses that have a significant presence and influence within the Indian media ecosystem.
5. To evaluate the overall media ecosystem in India, appreciating the interplay between different media forms, ownerships and their influence on public discourse.

Learning outcomes:

After the completion of the course, the students will:

1. Understand TV network ownership and corporate structures in India.
2. Analyze the rise and role of digital media in India.
3. Explore international media's influence on Indian narratives.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 4.1	Important Newspapers, Prominent National-International Media Houses and Media Platforms	04	0	0	04

Details of Course:

Unit I Major Regional and National Newspapers in India. **Credit- 1**

- History of Newspapers, Principal International Newspapers, Leading Regional and National Newspapers of India, The Role of Newspaper in Shaping Public Discourse in India, Role of Newspapers in Freedom Struggle in India.

Unit II Television Networks in India: Ownership Pattern and Corporate Scenario.
Credit- 1

- Growth, Trends and Impact of Digital Media Platforms in the Indian Media Landscape.

Unit III New Age of Digital Media in India. Credit 1

- Growth, Trends and Impact of Digital Media Platforms in the Indian Media Landscape.

Unit IV Key International Media Houses with Significant Influence in India. Credit 1

Presence and Impact of Major Global Media Corporations Operating in or Influencing India, Their Role and Intention, Impact on the field of International Relations of India.

Essential/Recommended Readings/Texts:

1. Stephens, M. (1997). A history of news. Harcourt Brace College Publishers.
2. Pettergree, A. (2014). The invention of news: How the world came to know about itself. Yale University Press.
3. Narula, U. (2019). Development communication: Theory and practice (Rev. ed.). Har-Anand Publications.
4. Flew, T. (2020). Understanding global media. Bloomsbury Publishing.
5. Sapna, M. S. (2020). Corporate communication: Trends and features. Notion Press.
6. Smith, A. The language of journalism. Bloomsbury India.
7. Kumar, K., & Choudhary, B. L. (2023). A primer of Indian communication thought. New Delhi Publisher.
8. Natarajan, J. (2023). History of Indian journalism. Publications Division, Ministry of Information and Broadcasting, Government of India.
9. Rajnish. (2023). Emergence of investigative journalism. Sumit Enterprises.
10. Parthasarathy, R. Journalism in India. Sterling Publishers.

Difficulty Level 400-499

Credits - 4
Hours - 60

Major 4.2: Global Media and its Contemporary Concerns

Course objectives:

1. To analyze the complex challenge of disinformation within the global information ecosystem and its impact on public trust.
2. To evaluate the evolving landscape of global news production and consumption, recognizing key trends and technological shifts.
3. To understand the ethical considerations, safety protocols and unique challenges involved in reporting across international borders and on global issues.
4. To examine the intricate dynamics of global media regulation and its implications for the future of journalistic freedom worldwide.
5. To critically assess the pressing contemporary issues facing global media and journalism in an interconnected world.

Learning outcomes:

After the completion of the course, the students will:

1. Define and analyze global disinformation threats.
2. Examine shifts in global news production and consumption.
3. Understand ethics and risks in international reporting.
4. Explore global regulatory frameworks and press freedom challenges.
5. Critically assess the global future of journalism and media.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 4.2	Global Media and its Contemporary Concerns	04	0	0	04

Details of Course:

Unit I Disinformation and the Global Information Ecosystem. Credit- 1

- Concept of Information and Disinformation, Impact of Disinformation on Credibility and Trust in Global Media Systems.

Unit II Reporting Across Borders: Ethics, Safety and Global Issues. Credit- 1

- Prominent Cross border and Trans border Issues, Ethical Challenges, Safety Concerns and Responsibilities in International Journalism.

Unit III Global Media Regulation and the Future of Journalistic Freedom. Credit 1

- International Media Laws, International Regulatory Frameworks, Their Implications for Press Freedom Worldwide.

Unit IV The Changing Landscape of Global News Production and Consumption.

Credit 1

- Evolving Trends in Global News Production, Distribution and its Consumption in the Digital Era.

Essential/Recommended Readings/Texts:

1. Stephens, M. (1997). A history of news. Harcourt Brace College Publishers.
2. Pettergree, A. (2014). The invention of news: How the world came to know about itself. Yale University Press.
3. Flew, T. (2020). Understanding global media. Bloomsbury Publishing.
4. Sapna, M. S. (2020). Corporate communication: Trends and features. Notion Press.
5. Smith, A. The language of journalism. Bloomsbury India.
6. Rajnish. (2023). Emergence of investigative journalism. Sumit Enterprises.
7. Parthasarathy, R. Journalism in India. Sterling Publishers.

Difficulty Level 400-499

Credits - 4
Hours - 60

Major 4.3: Community Media and the Media Ecology

Course objectives:

1. To define and conceptualize community media, distinguishing it from mainstream and alternative media.
2. To analyze the vital role of community media in local and national development, particularly within diverse socio-cultural contexts.
3. To evaluate the growth, status and impact of community media across various global perspectives.
4. To understand the synergy between community media and development communication, emphasizing participatory approaches to media engagement.
5. To assess the contributions of community media to fostering local voices, empowerment and a vibrant media ecology.

Learning outcomes:

After the completion of the course, the students will:

1. Define community media and its participatory principles.
2. Analyze community media's role in local development.
3. Evaluate global status and growth of community media.
4. Understand its relationship with development communication.
5. Assess how community media fosters media diversity and inclusion.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 4.3	Community Media and the Media Ecology	04	0	0	04

Details of Course:

Unit I Definition and Concept of Community Media. Credit- 1

- Meaning, Scope and Unique Characteristics of Community-based Media Platforms.

Unit II Community Media and Development. Credit- 1

- Role of Community Media in Promoting Grassroots Development and Social Empowerment.

Unit III Growth and Status of Community Media in the Global Perspectives. Credit 1

- Evolution, Practices and Impact of Community Media Initiatives Across Different Countries.

Unit IV Community Media and Development Communication: Participatory Media Landscape. Credit 1

- Concept and Rules of Participatory Communication Models, Inclusive Dialogue Through Community Media, Key to Local Development.

Essential/Recommended Readings/Texts:

1. Stephens, M. (1997). A history of news. Harcourt Brace College Publishers.
2. Rennie, E. (2006). Community media: A global introduction. Rowman & Littlefield.
3. Howley, K. (Ed.). (2009). Understanding community media: People, places and communication technologies. SAGE Publications.
4. Pettergree, A. (2014). The invention of news: How the world came to know about itself. Yale University Press.
5. Flew, T. (2020). Understanding global media. Bloomsbury Publishing.
6. Sapna, M. S. (2020). Corporate communication: Trends and features. Notion Press.
7. Rajnish. (2023). Emergence of investigative journalism. Sumit Enterprises.
8. Howley, K. (2023). Community newspapers in India: Manifestations and metamorphosis. Routledge.
9. Parthasarathy, R. Journalism in India. Sterling Publishers Pvt. Ltd.
10. Smith, A. The language of journalism. Bloomsbury India.

Difficulty Level 400-499

Credits - 4
Hours - 60

Major 4.4: Digital Media Journalism

Course objectives:

1. To introduce students to the principles, platforms and practices of digital journalism.
2. To examine the transformation of traditional journalism in the age of the internet and mobile technologies.
3. To develop skills in writing, editing, publishing and promoting content on digital platforms.
4. 4.To explore the ethical, legal and social implications of digital media practices.
5. 5.To encourage critical understanding of trends such as citizen journalism, social media and multimedia storytelling.

Learning outcomes:

After the completion of the course, the students will:

1. Understand the structure and nature of digital media ecosystems.
2. Create, edit and publish journalistic content across digital platforms.
3. Analyze the influence of social media and technology on news consumption.
4. Apply ethical and legal considerations in digital reporting.
5. Identify challenges and opportunities in the future of journalism in the digital age.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 4.4	Digital Media Journalism	04	0	0	04

Details of Course:

Unit I Introduction to Digital Journalism. Credit- 1

- Evolution from print to digital; definitions, scope and characteristics of online journalism.

Unit II Digital News Platforms and Formats. Credit- 1

- Websites, blogs, podcasts, e-papers, mobile news apps and video platforms.

Unit III Writing and Editing for the Web. Credit 1

- Techniques for digital storytelling, SEO, hyperlinks, headlines and interactive media.

Unit IV Social Media and Citizen Journalism with the Legal, Ethical and Practical Challenges. Credit 1

- Twitter, Facebook, Instagram, YouTube; role of users in breaking and sharing news. Fake news, trolling, copyright issues, privacy, monetization and media convergence.

Essential/Recommended Readings/Texts:

1. Pavlik, J. V. (2001). Journalism and new media. Columbia University Press.
2. Singh, U. R. (2010). Writing for the media. Oxford University Press.
3. Franklin, B. (Ed.). (2014). The future of journalism: In an age of digital media and economic uncertainty. Routledge.
4. Bradshaw, P., & Rohumaa, L. (2017). The online journalism handbook: Skills to survive and thrive in the digital age (2nd ed.). Routledge.
5. Chatterjee, P. (2021). Digital media and journalism in India. MediaNext Publishers.

Difficulty Level 400-499

Credits - 4
Hours - 60

SEMESTER – 8

Major 4.5: Brand Building, Corporate Communication and the Media Journalism

Course objectives:

1. To understand the strategic integration of brand narrative, corporate communication and media relations for effective brand building.
2. To analyze various approaches to media engagement specifically aimed at building and managing corporate reputation.
3. To apply journalistic principles of ethical storytelling and transparency to foster brand trust and credibility.
4. To navigate the complexities of corporate communication within the dynamic landscape of digital journalism and social media.
5. To critically evaluate the symbiotic relationship between corporate communication, brand management and the principles of media journalism.

Learning outcomes:

After the completion of the course, the students will:

1. Integrate brand narratives with corporate communication strategies.
2. Apply media engagement tools for reputation management.
3. Use ethical storytelling to build trust and brand authenticity.
4. Navigate digital platforms in corporate media relations.
5. Evaluate journalism's role in responsible brand communication.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 4.5	Brand Building, Corporate Communication and the Media Journalism	04	0	0	04

Details of Course:

Unit I Strategic Brand Narrative. **Credit- 1**

- Corporate Communication and Media Relations, Their Integration, Direct Impacts.

Unit II Media Engagement for Brand Building. **Credit- 1**

- Concept and Importance of Brand, Ways and Means for Brand Building, Reputation Management.

Unit III Ethical Storytelling and Transparency. **Credit 1**

- Building Brand Trust Through Journalism Principles.

Unit IV Navigating the Media Landscape. **Credit 1**

- Corporate Communication in the Age of Digital Journalism and Social Media.

Essential/Recommended Readings/Texts:

1. Ries, A., & Ries, L. (2000). The 22 immutable laws of branding. Profile Books.
2. Bull, A. (2013). Brand journalism. Routledge.
3. Narula, U. (2019). Development communication: Theory and practice (Rev. ed.). Har-Anand Publications.
4. Flew, T. (2020). Understanding global media. Bloomsbury Publishing.
5. Sapna, M. S. (2020). Corporate communication: Trends and features. Notion Press.
6. Kumar, K., & Choudhary, B. L. (2023). A primer of Indian communication thought. New Delhi Publisher.
7. Lund, A. K., & Refshauge, M. Mastering corporate communication. Springer.
8. Smith, A. The language of journalism. Bloomsbury India.

Difficulty Level 400-499

Credits - 4
Hours - 60

Major 4.6: Career Pathways in Media Journalism and Different Fields Related to Communication

Course objectives:

1. To identify and articulate the core skills essential for contemporary journalism across various evolving media platforms.
2. To explore diverse career opportunities beyond traditional newsrooms, including roles in Public Relations, Advertising and Media Branding.
3. To understand the scope of media research and consultancy, recognizing analytical roles within the communication industry.
4. To investigate specialized areas of journalism and emerging media roles, adapting to technological advancements and evolving audience demands.
5. To develop a comprehensive understanding of career trajectories within the broader communication landscape, enabling informed professional choices.

Learning outcomes:

After the completion of the course, the students will:

1. Master core journalism skills for evolving media platforms.
2. Explore careers in PR, advertising and media branding.
3. Understand roles in media research and consultancy.
4. Investigate specialized journalism and new media roles.
5. Plan career trajectories in the broad communication industry.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 4.6	Career Pathways in Media Journalism and Different Fields Related to Communication	04	0	0	04

Details of Course:

Unit I Core Journalism Skills and Evolving Media Platforms. **Credit- 1**

- Foundational Journalism Competencies, Adaptation Formula to Changing Digital Media Environments.

Unit II Venturing Beyond the Newsroom. **Credit- 1**

- Careers in Public Relations, Advertising and Media Branding.

Unit III The Analytical Lens Opportunities in Media Research and Consultancy.
Credit 1

- Meaning and Importance of Media Analysis, Role of Media Analysis, Audience Research, Consultancy within the Communication Industry.

Unit IV Specialized Journalism and Emerging Media Roles. Credit 1

- Emerging Reporting Areas, New Professional Opportunities in the Evolving Media Ecosystem.

Essential/Recommended Readings/Texts:

1. Keller, T. (2016). Television news: A handbook for reporting, writing, shooting, editing and producing.
2. Narula, U. (2019). Development communication: Theory and practice (Rev. ed.). Har-Anand Publications.
3. Flew, T. (2020). Understanding global media. Bloomsbury Publishing PLC.
4. Sapna, M. S. (2020). Corporate communication: Trends and features. Notion Press.
5. Smith, A. The language of journalism. Bloomsbury India.
6. Kumar, K., & Choudhary, B. L. (2023). A primer of Indian communication thought. New Delhi Publisher.
7. Rajnish, D. (2023). Emergence of investigative journalism. Sumit Enterprises.

Difficulty Level 400-499

Credits - 4
Hours - 60

Major 4.7: Process of Information Generation in Ancient Indian Landscape

Course objectives:

1. To introduce media parlance reflected in Vedic, Vedanga, Upanishadic and Classical texts.
2. To explore ethical and communicative frameworks from ancient Indian traditions.
3. To understand ancient norms around speech, censorship and truth in India.
4. To trace the continuity and divergence of the earlier practices in modern contexts.
5. To promote awareness of Indian intellectual traditions in media ethics.

Learning outcomes:

After the completion of the course, the students will:

1. Describe media-related principles from Vedic to Classical periods.
2. Interpret ancient texts for ethical guidelines relevant to journalism.
3. Compare ancient Indian media norms with modern legal frameworks.
4. Analyze philosophical and societal bases of ancient communication laws.
5. Apply insights from ancient media laws to contemporary ethical debates.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 4.7	Process of Information Generation in Ancient Indian Landscape	04	0	0	04

Details of Course:

Unit I Ways and Means of Information Generation in the Vedic Period (Samhita to Aranyaka) Credit- 1

- Foundational Concepts of Communication, Truth and Ethical Practices Related to Information Generation in the Vedic Era, Concept of Rishis, Devatas, Purohitas, Samvadasuktas, Mass Communication Strategies Reflected in the Hymns.

Unit II Process of Information Generation in Upanisadic Period. Credit- 1

- Philosophical Discourses, Knowledge Sharing and Communicative Responsibility Specially in the Guru Shishya Parampara Reflected in the Upaniṣads.

Unit III Landscape of Information Transmission in the Vedanga Period. Credit 1

- Regulatory and Communicative Principles found in the Shiksha, Vyakarana and Nirukta.

Unit IV Dharmashastras as the Sources of Mass Communication. Credit 1

- A General Introduction to the Manusamhita on the basis of the Norms of Formal Codifications Regarding Public Discourse and Societal Communication Process.

Essential/Recommended Readings/Texts:

1. The Vedas, Upaniṣads, Vedāṅgas and Manusmṛti.
2. Various editions and translations. (प्राचीन वैदिक–स्मृति साहित्य)
3. Kane, P. V. (1962–1975). History of Dharmaśāstra (Vols. 1–5). Bhandarkar Oriental Research Institute.
4. Rao, S. K. R. (1990). Vedic ethics and society. Indian Books Centre.
5. Media norms in classical texts. (2000). Annals of the Bhandarkar Oriental Research Institute, 81, 1–20.
6. Kapoor, K. (2002). Communication in ancient India. D. K. Printworld.

Difficulty Level 400-499

Credits - 4
Hours - 60

Major 4.8: Cultural Journalism: Preserving Heritage through Media

Course objectives:

1. To introduce the concept and scope of cultural journalism.
2. To explore the role of media in documenting, promoting and preserving India's cultural heritage.
3. To train students to report on art, literature, traditions, festivals and intangible heritage.
4. To emphasize the need for culturally sensitive reporting in regional and Sanskrit journalism.
5. To study the intersection of media, culture and identity in both historical and digital contexts.

Learning outcomes:

After the completion of the course, the students will:

1. Understand the purpose and ethical considerations of cultural journalism.
2. Research and report on traditional practices, cultural events and heritage sites.
3. Critically analyze how mainstream and digital media portray culture.
4. Develop journalistic content that promotes cultural diversity and linguistic heritage.
5. Use multimedia tools to create engaging content on cultural topics.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Major 4.8	Cultural Journalism: Preserving Heritage through Media	04	0	0	04

Details of Course:

Unit I Introduction to Cultural Journalism and Its Scope. Credit- 1

- Definition, evolution and significance of cultural journalism; types of cultural media content across print, broadcast and digital platforms.

Unit II Reporting on Arts, Literature and Heritage. Credit- 1

- Coverage of classical and folk traditions, visual and performing arts, theatre, festivals and literary journalism; highlighting national and regional cultural elements.

Unit III Media, Intangible Heritage and Language Journalism. Credit 1

- Media's role in documenting and portraying oral traditions, rituals, crafts, indigenous knowledge systems; importance of Sanskrit, regional and tribal language journalism in cultural sustainability.

Unit IV Challenges and Ethics in Cultural Journalism. Credit 1

- Ethical issues in cultural representation; commercialization and cultural appropriation; sensitivity in reporting diverse traditions; impact of digital platforms and social media.

Essential/Recommended Readings/Texts:

1. Mankekar, P. (1999). Screening culture, viewing politics: An ethnography of television, womanhood and nation in postcolonial India. Duke University Press.
2. Pandey, M. (2002). Hindi patrakāritā kā itihās. Rajkamal Prakashan.
3. Bhanot, S. R. (2010). Cultural journalism. National Book Trust.
4. Udupa, S. (2015). Making news in global India: Media, publics, politics. Cambridge University Press.

SECOND YEAR: MINOR PAPERS

Difficulty Level 200-299

Credits - 4
Hours - 60

Minor 2.A.1: Media Journalism and the Society

Course objectives:

1. To familiarize students with the concept of media and journalism.
2. To analyze the communicative functions necessary for the society.
3. To appreciate the role of media journalism for societal concerns.
4. To inculcate the habit of being concern towards the happenings in the surroundings.
5. To inspire ethical communication model in the society.

Learning outcomes:

After the completion of the course, the students will:

1. Identify important effects of media in the society
2. Discuss the history of journalism worldwide
3. Evaluate the positive impacts of good journalism
4. Assess the developing communicative strategies and roles coming up in the society
5. Reflect on societal progress through media journalism.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Minor 2.A.1	Media Journalism and the Society	04	0	0	04

Details of Course:

Unit I Introduction to Media Journalism. Credit- 1

- Definition and Meaning of Media, Basic Concept of Journalism, Connection between media and Journalism.

Unit II Media Ethics and the Characteristics of a Good Journalist. Credit- 1

- Ethical values to be followed by Media, Right to Privacy, Judicial Verdicts, Maintenance of Confidentialities, Rules to be followed by a journalist.

Unit III Media Management and Organization. Credit 1

- Ownership pattern and Revenue Model, Broadcasting Content Complaints Council (BCCC), Press Council of India (PCI), Ministry of Information and Broadcasting (I& B)

Unit IV Role of Media in the society to bring Sustainable Progress. Credit 1

- The Concept of Society, Societal Values, Balancing between Governance and Common Mass, Freedom of Press.

Essential/Recommended Readings/Texts:

1. Vishnu Purāṇa. (1864). The Vishnu Purāṇa: A system of Hindu mythology and tradition (H. H. Wilson, Trans.). Trübner & Co.
2. Devī Bhāgavata Purāṇa. (1921). The Devī Bhāgavata Purāṇa (Swami Vijñānānanda, Trans.; 3rd ed.). Panini Office.
3. Mody, B. (2003). Communication and social development in India. Sage Publications.
4. Bhāgavata Purāṇa. (2004). The Bhāgavata Purāṇa (E. F. Bryant, Trans. & Ed.). Penguin Classics.
5. Bhāsa. (2000). The vision of Vāsavadattā and other plays (A. S. Gopalan, Trans.). Rashtriya Sanskrit Sansthan.
6. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
7. Chawla, A. S. (2011). Introduction to mass communication. Pearson Publication.
8. Kumar, K. J. (2015). Mass communication in India. Jaico Publishing House.
9. Kubitschko, S., & Kaun, A. (Eds.). (2016). Innovative methods in media and communication research. Palgrave Macmillan.
10. Mishra, S. K. (2018). Media management. Gyan Geeta Prakashan.
11. Aggarwal, V. B. (2019). Handbook of mass communication and journalism. Concept Publishing Company.
12. Kulkarni, S. N. (2020). Press & media law. Asia Law House.
13. Chatterjee, I. (2024). Media law and ethics. Satyam Law International.
14. Ahuja, B. N. Press laws and media ethics. Surjeet Publications.

Difficulty Level 200-299

Credits - 4
Hours - 60

Minor 2.A.2: Core Issues of News Journalism

Course objectives:

1. To understand the fundamentals of creating diverse journalistic content.
2. To identify and articulate various roles and responsibilities within a media organization.
3. To explore specialized areas of journalistic reporting.
4. To analyze the evolving landscape of journalism.
5. To develop foundational skills for practical journalistic work.

Learning outcomes:

After the completion of the course, the students will:

1. Understand the creation of various journalistic content types.
2. Identify roles and responsibilities of media organizations.
3. Analyze specialized journalistic beats and practices.
4. Apply digital and visual storytelling techniques.
5. Adapt to emerging trends and demands in journalism.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Minor 2.A.2	Core Issues of News Journalism	04	0	0	04

Details of Course:

Unit I Understanding Media Content. **Credit- 1**

- An Introduction for Creators, Key Points, Method of Sensitization, Dos and Don'ts.

Unit II Introduction to different roles and responsibilities in Media Journalism. **Credit- 1**

- Respective Roles of Reporter, Editor, Reader, Interviewer.

Unit III Specialized fields: Covering diverse beats in Journalism. **Credit 1**

- Fields of Politics, Sports, Education, Society Management.

Unit IV The Evolving Landscape of Journalism. **Credit 1**

- Digital, Visual, Storytelling, Interviews, Experience Sharing.

Essential/Recommended Readings/Texts:

1. Sarma, S., & Malhotra, V. (2013). Television programme production. V&S Publishers.
2. Chow, A. (2015). Social media 247. Candid Creation Publishing.
3. McMahon, C. (2019). The psychology of social media. Routledge.

4. Alexander, R., & Stewart, P. (2021). Broadcast journalism: Techniques of radio and television news. Routledge.
5. Rathore, B. (2024). Strategic media planning and buying: Integration of traditional and

Difficulty Level 200-299

Credits - 4
Hours - 60

Minor 2.A.3: Mass Media: Print, Electronic and Emerging Media

Course objectives:

1. To trace the historical evolution of mass media.
2. To apply foundational media relations tools.
3. To analyze the distinct characteristics and content formats of various media types.
4. To evaluate the transformative impact of digital and social media.
5. To assess the current media landscape.

Learning outcomes:

After the completion of the course, the students will:

1. Trace historical development of print, electronic and digital media.
2. Apply media writing techniques like press releases and press meets.
3. Understand the evolution and influence of print and broadcast journalism.
4. Analyze content creation for digital and social media.
5. Evaluate media convergence and the implications of new media.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Minor 2.A.3	Mass Media: Print, Electronic and Emerging Media	04	0	0	04

Details of Course:

Unit I Basics of Media Connect and Writings. **Credit- 1**

- Press Release, Press Meet, Meet the Press.

Unit II History and Development of Print Media. **Credit- 1**

- Early forms of Mass Communication, Sabha and Samitis, Performing Arts.

Unit III Introduction to Electronic Media. **Credit 1**

- Media content in Radio and Television.

Unit IV Digital Age and the Social Media. **Credit 1**

- History and Development of Social Media, The Interactive Mass Media and the Media Content.

Essential/Recommended Readings/Texts:

1. Mody, B. (2003). Communication and social development in India. Sage Publications.
2. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.

3. Chawla, A. S. (2011). Introduction to mass communication. Pearson Publication.
4. Kumar, K. J. (2015). Mass communication in India. Jaico Publishing House.
5. Chow, A. (2015). Social media 247. Candid Creation Publishing.
6. Kubitschko, S., & Kaun, A. (Eds.). (2016). Innovative methods in media and communication research. Palgrave Macmillan.
7. Aggarwal, V. B. (2019). Handbook of mass communication and journalism. Concept Publishing Company.
8. McMahon, C. (2019). The psychology of social media. Routledge.

THIRD YEAR: MINOR PAPERS

Difficulty Level 300-399

Credits - 4
Hours - 60

Minor 3.A.1: The Interdisciplinary Aspects of Media Journalism

Course objectives:

1. To recognize the interdisciplinary foundations of media journalism.
2. To analyze the construction and reception of news narratives.
3. To explore diverse career pathways in modern journalism.
4. To articulate the intrinsic connections between communication studies, media journalism and media research.
5. To develop a holistic understanding of journalism.

Learning outcomes:

After the completion of the course, the students will:

1. Understand the interdisciplinary roots of journalism from social sciences.
2. Analyze how audiences interpret media through societal lenses.
3. Explore evolving career options in journalism.
4. Understand research's role in media studies and journalism.
5. Develop holistic insights into media's academic and practical dimensions.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Minor 3.A.1	The Interdisciplinary Aspects of Media Journalism	04	0	0	04

Details of Course:

Unit I Interdisciplinary Features of Media Journalism. Credit- 1

- Understanding Media Journalism's Foundations, Aims and Objectives, Societal Requirements, Prominent Interrelated Disciplines.

Unit II News and Media Narratives. Credit- 1

- Understanding Audience in Societal Lenses, Needs and Issues, discipline Specific Addresses.

Unit III Career Pathways in Modern Journalism. Credit 1

- Areas, Requisite Qualifications, Importance.

Unit IV Interdisciplinary link of the Communication Studies. Credit 1

- Media Journalism and the Media Research, Important Domains, Social Needs and Priorities.

Essential/Recommended Readings/Texts:

1. Sarma, S., & Malhotra, V. (2013). Television programme production. V&S Publishers.
2. Chow, A. (2015). Social media 247. Candid Creation Publishing.
3. McMahon, C. (2019). The psychology of social media. Routledge.
4. Alexander, R., & Stewart, P. (2021). Broadcast journalism: Techniques of radio and television news. Routledge.
5. Dalal, M. (2023). Modern communication with social media. BPB Publication.
6. Kumar, D. (2023). Advertising and public relation. DPS Publishing House.
7. Rathore, B. (2024). Strategic media planning and buying: Integration of traditional and digital media (South Asia ed.). Routledge India Original.

Difficulty Level 300-399

Credits - 4
Hours - 60

Minor 3.A.2: Journalistic Writing and Editing in Sanskrit

Course objectives:

1. To introduce students to the fundamentals of journalistic writing in Sanskrit.
2. To develop an understanding of style, structure and vocabulary suited to news writing in Sanskrit.
3. To impart basic editorial skills such as headline writing, copy editing and proofreading in Sanskrit.
4. To provide exposure to various formats of journalistic content like news reports, editorials and features.
5. To encourage students to write and edit short journalistic pieces in Sanskrit for practical application.

Learning outcomes:

After the completion of the course, the students will:

1. Demonstrate familiarity with key journalistic terms and structures in Sanskrit.
2. Composed clear, concise and accurate news reports and feature articles in Sanskrit.
3. Apply basic editing and proofreading techniques to Sanskrit journalistic texts.
4. Translate news items from regional languages/English into Sanskrit with journalistic appropriateness.
5. Contribute short pieces suitable for Sanskrit newsletters, online platforms, or academic bulletins.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Minor 3.A.2	Journalistic Writing and Editing in Sanskrit	04	0	0	04

Details of Course:

Unit I Background of Sanskrit Journalism. **Credit- 1**

- Historical background and evolution of journalism in Sanskrit.
- Characteristics of journalistic language vs. classical/literary Sanskrit.
- Types of journalistic writing: News, features, editorial, interview.
- Structure of a news report (headline, lead, body, conclusion).
- Use of tenses, voice and sentence structure suited for journalistic writing.

Unit II Editing and Translation in Sanskrit Journalism. **Credit- 1**

- Principles of editing: Clarity, accuracy, brevity and readability.
- Techniques of headline writing and subheading formulation.

- Editing for grammar, syntax and factual accuracy.
- Translation practices: Translating news content from English/regional languages into Sanskrit.
- Proofreading symbols and editorial markings.

Unit III Influence of Epics and Puranas on storytelling and Media Narratives. Credit 1

- The Use of Symbolism and Allegory.

Unit IV Development of Media Journalism in India. Credit 1

- Post- Epic/Puranic periods.

Practical Exercises (to be conducted in class and/or as assignments)

- Writing short news reports in Sanskrit (200–250 words).
- Translating a simple news article from Local language/Hindi/English into Sanskrit.
- Writing headlines for a set of sample news items.
- Editing a paragraph of journalistic Sanskrit with grammatical or structural errors.
- Composing a short editorial or opinion column in simple Sanskrit on a current issue.
- Peer review of students' journalistic write-ups using basic editing tools.

Essential/Recommended Readings/Texts:

1. Shukla, H. (1969). A century of Sanskrit journalism. Alok Prakashan.
2. Comer, J. (1981). Communication studies. Longman.
3. Pandey, V. (2010). Patrakāritā ke siddhānta (Translated into Sanskrit). Bharatiya Vidya Sansthan.
4. Pandey, R. K. (2012). Saṃskṛta patrakāritā ke mūl tattva. Chaukhambha Surbharati.
5. Goswami, R. (2015). Saṃskṛta patrakāritā kā itihāsa. Motilal Banarsidass.
6. Sagar, B. History of Sanskrit journalism.
7. Watson, J. Dictionary of communication and media studies.
8. Selected articles from Sambhāṣaṇa Sandeśa and Ārṣa Vidyā magazines. (n.d.).
9. Sample news items from Sanskrit portals such as Sanskritnews.in and Samskrita Bharati Patrika.

Difficulty Level 300-399

Credits - 4
Hours - 60

Minor 3.A.3: Introduction to Sanskrit Journalism

Course objectives:

1. To introduce students to the evolution and significance of Sanskrit journalism in India.
2. To develop basic skills in news writing, reporting and editing in Sanskrit.
3. To familiarize students with key terms, styles and formats used in Sanskrit journalism.
4. To highlight the ethical, cultural and educational roles of journalism in Sanskrit.

Learning outcomes:

After the completion of the course, the students will:

1. Demonstrate knowledge of the history and development of Sanskrit journalism.
2. Apply journalistic principles to create basic news content in Sanskrit.
3. Translate and adapt contemporary news into Sanskrit using appropriate linguistic styles.
4. Engage with traditional and digital platforms for Sanskrit journalistic expression.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Minor 3.A.3	Introduction to Sanskrit Journalism	04	0	0	04

Details of Course:

Unit I Origin and Development of Sanskrit Journalism. Credit- 1

- Traces the historical evolution and early milestones of journalism in the Sanskrit language.

Unit II Pioneers and Publications in Sanskrit Journalism. Credit- 1

- Introduces key figures and notable Sanskrit newspapers and journals that shaped the field.

Unit III Language and Style in Sanskrit Journalism. Credit 1

- Explores the unique linguistic features, writing style and vocabulary used in Sanskrit journalistic writing.

Unit IV Role and Relevance of Sanskrit Journalism Today. Credit 1

- Analyzes the contemporary significance and contributions of Sanskrit journalism in preserving culture and tradition.

Essential/Recommended Readings/Texts:

1. Shukla, H. (1969). A century of Sanskrit journalism. Alok Prakashan.

2. Mishra, R. G. (2002). Saṃskṛta patrakāritā kā itihāsa (Sanskrit patrakarita ka itihas). Hindi Book Centre.
3. Shrivastava, K. M. (2005). Media ethics: Veda to Gandhi and beyond. Publications Division, Ministry of Information and Broadcasting, Government of India.
4. Sharma, R. C. (2005). Śuddha-saṃskṛta-sañcāraḥ (Shuddha-Sanskrita-Sancharah). Sampurnanand Sanskrit University.
5. Shukla, D. N. (2010). Sanskrit journalism: Tradition and modernity. Bharatiya Vidya Prakashan.
6. Malhotra, R. (2016). The battle for Sanskrit: Is Sanskrit political or sacred, oppressive or liberating, dead or alive? HarperCollins India.
7. Majhi, S. (2021). Sanskrit composition and communication. Uddalak Publishing House.

Difficulty Level 300-399

Credits - 4
Hours - 60

Minor 3.A.4: Traditional Narratives and Modern Storytelling

Course objectives:

1. To introduce students to the foundations of traditional storytelling, including myths, folktales and oral narratives.
2. To examine the evolution of storytelling techniques across time and media.
3. To enhance students' analytical skills in comparing narrative structures from different cultures and eras.
4. To equip students with creative tools for crafting stories using modern storytelling platforms and technologies.

Learning outcomes:

After the completion of the course, the students will:

1. Identify and explain key elements of traditional narratives from diverse cultures.
2. Analyze the transformation of traditional stories into modern formats (e.g., novels, films, graphic novels).
3. Create original narratives utilizing both traditional and contemporary storytelling techniques.
4. Demonstrate an understanding of narrative theory and its application in digital and transmedia storytelling.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Minor 3.A.4	Traditional Narratives and Modern Storytelling	04	0	0	04

Details of Course:

Unit I Renowned Narrators and Storyteller of the Vedic Period. Credit- 1

- Renowned Sages, Acharyas and Devotees as Communicators of Knowledge and Messages in the Rigveda, Yajurveda, Atharvaveda and Kalpasutras.

Unit II Renowned Narrators and Story Tellers of the Puranic Period. Credit- 1

- Prominent Puranic Characters and Divine Emissaries Reflected as Carrier of Information.

Unit III Renowned Narrators and Story Tellers of Epic Period. Credit 1

- Characters of Valmiki, Vyasa, Hanuman, Sanjaya and others as Narrative Messengers in the Rāmāyaṇa and the Mahābhārata.

Unit IV Modern Trends in Story Telling. **Credit 1**

- Modern Ways of Story Telling, Stories through Letter Reading, Story Telling Through Performing Arts.

Essential/Recommended Readings/Texts:

1. Jacobi, H. (1895). Kalpasūtra (Trans.). Oxford University Press.
2. Puri, B. N. (1963). India in classical Greek writings. Munshiram Manoharlal.
3. Lal, P. (1970). The role of dūtas in the Mahābhārata. Writers Workshop.
4. Hazra, R. C. (1975). Studies in the Purāṇic records on Hindu rites and customs. Motilal Banarsidass.
5. van Buitenen, J. A. B. (Trans.). (1973–1978). The Mahābhārata (Vols. 1–3). University of Chicago Press.
6. Shamasastry, R. (Trans.). (1999). The Arthaśāstra of Kauṭilya. Penguin Books.
7. Devi Chand (Ed. & Trans.). (2005). Yajurveda. Munshiram Manoharlal.
8. Pollock, S. (Trans.). (2007). The Rāmāyaṇa. Harvard University Press.
9. Bloomfield, M. (Trans.). (2009). Atharvaveda. Harvard University Press.
10. Griffith, R. T. H. (Trans.). (2010). Ṛgveda. Motilal Banarsidass.

Difficulty Level 300-399

Credits - 4
Hours - 60

Minor 3.A.5: Basics of Sanskrit Media and Journalism

Course objectives:

1. To introduce students to the foundational principles and practices of journalism using Sanskrit as a medium.
2. To develop basic journalistic writing, reporting and editing skills in Sanskrit.
3. To familiarize students with various forms of media and their expressions through the Sanskrit language.
4. To enhance language proficiency in formal and media-oriented Sanskrit communication.
5. To encourage appreciation and adaptation of Sanskrit in modern media platforms like print, radio, television and digital media.

Learning outcomes:

After the completion of the course, the students will:

1. Demonstrate an understanding of basic concepts and types of journalism.
2. Compose short news articles and reports in simple and standard Sanskrit.
3. Translate contemporary media content into Sanskrit with clarity and appropriateness.
4. Understand the usage of Sanskrit in radio, television and digital news formats.
5. Apply elementary editing and proofing skills for media content written in Sanskrit.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Minor 3.A.5	Basics of Sanskrit Media and Journalism	04	0	0	04

Details of Course:

Unit I Introduction to Media and Journalism in Sanskrit (Theory-based Unit).
Credit- 1

- Definitions and principles of journalism.
- A brief history of journalism in India with reference to Sanskrit publications.
- Types of media: print, electronic, digital – an overview.
- Key journalistic forms: news, editorial, report, feature and interview.
- Ethics in journalism and relevance in Sanskrit media writing.

Unit II Applied Sanskrit for Media (Practice-based Unit). **Credit- 1**

- Use of simple and functional Sanskrit in media communication.
- Sentence structures and vocabulary for news and reporting.
- Translation of short news items from English/vernacular languages into Sanskrit.

- Writing short news reports, press releases, headlines and scripts for audio/video media.
- Overview of digital tools and typing in Sanskrit (Unicode, Baraha, Google Input, etc.)

Unit III Sanskrit Communication as a tool of Indian Value System. Credit 1

- Sanskrit News Showing Indian Tradition and Culture.
- Regular Utterance of Sanskrit Subhashitas to Insinuate Value System.
- Sanskrit Documentaries on Freedom Fighters.
- Techniques of anchoring and script delivery in classical diction.

Unit IV Use of Sanskrit in Digital and social media for sensitizing on Indigenous Knowledge System. Credit 1

- Blogging, podcasting and video Recording on Indigenous Tradition and Culture of India.
- Sanskrit News and Report as a Tool of Social Unity.
- Translation and subtitling practices for Sanskrit content For Reviving ther Age Old Treasures of India.

Practical Exercises:

- News Writing Practice: Write 3–4 sample news reports in Sanskrit (100–150 words each).
- Translation Exercise: Translate 3 simple news pieces from English or regional language into Sanskrit.
- Headline Practice: Write 10 different headlines in Sanskrit on current events.
- Interview Simulation: Prepare and enact a simple interview in Sanskrit between a journalist and a notable figure (script-based).
- Digital Sanskrit Media: Practice typing in Unicode Sanskrit and prepare a layout for an e-news bulletin or a blog post.

Essential/Recommended Readings/Texts:

1. Chatterji, P. C. (1990). Journalism and mass communication (Selected chapters on basics of journalism).
2. Kapur, M. (2006). Effective public speaking. Macmillan India.
3. Srivastava, K. M. (2007). News anchoring techniques. Sterling Publishers.
4. Mehrabian, A. (2007). Nonverbal communication. Aldine Transaction.
5. Bhate, S. (2009). Sanskrit and the modern world. Samskrita Bharati.
6. Sharma, R. C. (2009). Patrakāritā vimarśaḥ. Sampurnanand Sanskrit University.
7. Shastri, Gaurinath. Patrakāritā evaṃ saṃvāda kalā (in Sanskrit).
8. Sambhāṣaṇa Sandeśa. Monthly Sanskrit magazine, Samskrita Bharati.
9. Sudarma. Daily Sanskrit newspaper. Selected articles for reference and analysis.
10. Samskrita Bharati. Sambhāṣaṇa saṅskṛtam. Various editions.
11. Samskrita Bharati. Sanskrit for communication series (Books 1–3).
12. Selected AIR & DD Sanskrit news broadcasts. Transcripts and recordings.
13. Online tools for Sanskrit communication: Google Input Tools (Sanskrit), Sanskrit WordNet (IIT Bombay) and Baraha typing software.

Difficulty Level 300-399

Credits - 4
Hours - 60

Minor 3.A.6: Fundamental Concepts of Sanskrit and Media Communication

Course objectives:

1. To introduce students to the fundamentals of media communication using Sanskrit as a medium.
2. To familiarize students with basic Sanskrit vocabulary and expressions related to modern communication contexts.
3. To develop reading, writing and speaking skills in Sanskrit applicable to contemporary media platforms.
4. To cultivate an understanding of traditional and modern use of Sanskrit in journalism, radio and digital media.
5. To encourage the use of Sanskrit in practical and professional communication contexts through exercises and activities.

Learning outcomes:

After the completion of the course, the students will:

1. Understand and explain basic concepts of media and communication in Sanskrit.
2. Employ Sanskrit vocabulary related to news, interviews and reports.
3. Draft simple media content, such as news headlines, interviews and dialogues, in Sanskrit.
4. Engage in basic spoken Sanskrit communication for media purposes (e.g., radio announcements, interviews).
5. Appreciate the role of Sanskrit in both historical and contemporary media landscapes.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Minor 3.A.6	Fundamental Concepts of Sanskrit and Media Communication	04	0	0	04

Details of Course:

Unit I Key Issues of Sanskrit and Media Communication (Theory) Credit- 1

- Introduction to Media and Communication: Concepts and Definitions.
- History of Sanskrit as a medium of communication in traditional India.
- Sanskrit as a communicative language in modern times.
- Basic media terminology in Sanskrit.
- Structure of a simple news report and headline writing in Sanskrit.
- Sanskrit in All India Radio (AIR) and Doordarshan: Examples and Analysis.

Unit II Applied Sanskrit for Media Use (Practice-based) Credit- 1

1. Translation of simple news reports from English/Hindi to Sanskrit.
2. Conversational Sanskrit for media (interviews, announcements, discussions)
3. Writing brief news items, headlines, weather reports and event notices in Sanskrit
4. Reading and listening comprehension: Samples from Sanskrit news bulletins.
5. Role-play: Mock interviews and panel discussions in Sanskrit.

Unit III Language Skills for Journalistic. Credit 1

- Use of common journalistic expressions and idioms in Sanskrit.
- Headline formation techniques:
- Building a working vocabulary:
- Rewriting news headlines and reports.
- Reading aloud and pronunciation drills.
- Listening comprehension.

Unit IV Practical Application and Journalistic Writing. Credit 1

- Writing headlines and subheadings in Sanskrit.
- Drafting short news items, press releases and event summaries.
- Translating basic news reports between Sanskrit and regional/English languages.
- Simulated interviews: question framing and reporting in Sanskrit.
- Reporting speeches: indirect and direct speech representation in Sanskrit.

Practical Exercises

- Translation Practice: Translate 5 short news items from English/Hindi into Sanskrit.
- News Writing: Compose 3 short news reports and 5 headlines in Sanskrit on given topics.
- Audio-Visual Practice: Watch/listen to selected Sanskrit news broadcasts and write summaries.
- Speaking Exercises:
- Record a 2-minute Sanskrit radio announcement.
- Participate in a group discussion on a current topic using simple Sanskrit.
- Role-play interview: One student as journalist, another as expert/public figure.
- Vocabulary Drill: Prepare a glossary of 100 commonly used media terms in Sanskrit with English/Hindi equivalents.

Essential/Recommended Readings/Texts:

1. Apte, V. S. (1965). The Practical Sanskrit-English Dictionary. Motilal Banarsidass.
2. Deshpande, Madhav. (1992). Sanskrit and Prakrit: Sociolinguistic Issues. Motilal Banarsidass.
3. Kale, M. R. (2003). A Higher Sanskrit Grammar. Motilal Banarsidass.
4. Nagendra Nath Vasu. (2014). Introduction to Journalism in Sanskrit (Reprint). Chaukhamba.
5. Chaturvedi, M. (2015). Sanskrit Sampreṣaṇ (संस्कृत संप्रेषण). Delhi Sanskrit Academy.

6. Kashyap, D. P. (2018). Sanskrit Vārtāpatram – Patralekhanam ca. Ramlal Kapoor Trust.
7. Chandrachud, B. (Ed.). (2020). Sanskrit Patrakarita (सांस्कृतिक पत्रकारिता). Rashtriya Sanskrit Sansthan.
8. AIR Sanskrit News (Online).
9. Doordarshan Sanskrit Programming (Archived content).
10. Selected resources from All India Radio Sanskrit News transcripts and Doordarshan Sanskrit bulletins.
11. Sambhāṣaṇa Sandēśa (Monthly Sanskrit Magazine, Samskrita Bharati) – Selected issues.
12. Selected issues of Sanskrit Vāṇī and Vāgārtham journals.
13. Samskrita Bharati publications on spoken and practical Sanskrit: Sambhāṣaṇam, Suvākhyāni, etc.

Difficulty Level 300-399

Credits - 4
Hours - 60

Minor 3.A.7: Media ethics

Course objectives:

1. To introduce students to the ethical foundations and moral responsibilities of media professionals.
2. To analyze ethical dilemmas and challenges in print, broadcast and digital journalism.
3. To familiarize students with major codes of conduct, press councils and regulatory frameworks.
4. To encourage critical thinking on media's role in democracy and society from a moral and cultural perspective.
5. To promote responsible media practices anchored in both classical Indian and modern ethical thought.

Learning outcomes:

After the completion of the course, the students will:

1. Identify and explain key principles and theories of media ethics.
2. Evaluate ethical issues in real-life media scenarios using case studies.
3. Demonstrate awareness of legal regulations and professional standards.
4. Compare Indian and global ethical frameworks and their application in journalism.
5. Develop ethical judgment while producing content across media platforms.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Minor 3.A.7	Media ethics	04	0	0	04

Details of Course:

Unit I Introduction to Media Ethics. **Credit- 1**

- Definition, scope and need for ethics in journalism and mass communication.

Unit II Ethical Theories and Approaches. **Credit- 1**

- Overview of deontology, consequentialism, virtue ethics and Indian ethical thought (e.g., Dharma, Satya, Ahimsa)

Unit III Media Codes and Guidelines. **Credit 1**

- Press Council of India norms, code of conduct for journalists and broadcasting standards.

Unit IV Contemporary Ethical Issues and Case Studies in Media Ethics. Credit 1

- Fake news, paid news, sensationalism, privacy vs. public interest, TRP-driven content and clickbait culture. Indian and international case studies involving ethical lapses and best practices.

Essential/Recommended Readings/Texts:

1. Bhatt, S. C. (2001). Indian Press Since 1955. New Delhi: Publications Division.
2. Ward, Stephen J. A. (2004). The Invention of Journalism Ethics: The Path to Objectivity and Beyond. Montreal: McGill-Queen's University Press.
3. Ninan, Sevanti. (2007). Headlines from the Heartland: Reinventing the Hindi Public Sphere. New Delhi: Sage Publications.
4. Rao, Shakuntala. (2009). Media Ethics: Readings on Critical Thinking and Professional Practice. New Delhi: Oxford University Press.
5. Chatterjee, Pankaj. (2015). Journalism Ethics and Regulations. Kolkata: Sucharita Publications.
6. Christians, Clifford G., et al. (2016). Media Ethics: Cases and Moral Reasoning (10th ed.). New York: Routledge.
7. Press Council of India. (2020). Norms of Journalistic Conduct. New Delhi: Press Council of India. (Online Resource)

Difficulty Level 300-399

Credits - 4
Hours - 60

Minor 3.A.8: Sanskrit as a Medium Of communication

Course objectives:

1. To introduce students to the communicative potential of Sanskrit as a spoken and written language.
2. To explore the historical and contemporary uses of Sanskrit in interpersonal, educational and media contexts.
3. To develop functional language skills for real-life communication in Sanskrit.
4. To familiarize learners with Sanskrit usage in print, broadcast and digital platforms.
5. To encourage the revival and creative adaptation of Sanskrit in modern communicative practices.

Learning outcomes:

After the completion of the course, the students will:

1. Engage in basic spoken communication in Sanskrit.
2. Construct and comprehend functional sentences for everyday and professional contexts.
3. Write and translate short texts and media content in Sanskrit.
4. Analyze the role of Sanskrit in contemporary communication platforms.
5. Apply Sanskrit creatively for use in academic, cultural and media forums.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Minor 3.A.8	Sanskrit as a Medium Of communication	04	0	0	04

Details of Course:

Unit I Verbal and Non-Verbal Communication. **Credit- 1**

- Development of the Concept, Characteristic Features and Importance.

Unit II Indian rootedness of Communication. **Credit- 1**

- Vedic Samvadasuktas, Communication Programme in the Mahabhashya, The Interactive procedures of the Puranas.

Unit III Foundations of Sanskrit as a Communicative Language. **Credit 1**

- Classical vs. functional Sanskrit.
- The concept of sambhāṣaṇa (spoken Sanskrit)
- Historical role of Sanskrit in India's intellectual and public discourse.

Unit IV Sanskrit in Contemporary Communication. **Credit 1**

- Sanskrit in AIR and Doordarshan broadcasts.

- Sanskrit newspapers and magazines (e.g., Sudharma, Sambhāṣaṇa Sandesha)
- Sanskrit in podcasts, YouTube channels, blogs and newsletters.

Application and Practice:

- Role-play: conversations, interviews and panel discussions in Sanskrit.
- News reading and scriptwriting in Sanskrit.
- Digital tools for typing, translating and recording Sanskrit content.

Essential/Recommended Readings/Texts:

1. Shastri, Gaurinath. (1987). Patrakāritā evam Saṁvāda-Kalā. Bharatiya Vidya Prakashan.
2. Deshpande, Madhav. (1992). Sanskrit and Prakrit: Sociolinguistic Issues. Motilal Banarsidass.
3. Kale, M. R. (2003). A Higher Sanskrit Grammar. Motilal Banarsidass.
4. Chawla, Anoop Singh. (2011). Introduction to Mass Communication. Pearson Publication.
5. Kumar, Keval J. (2015). Mass Communication in India. Jaico Publishing House.
6. Kubitschko, Sebastian, & Kaun, Anne (Eds.). (2016). Innovative Methods in Media and Communication Research. Palgrave Macmillan.
7. Aggarwal, Vir Bala. (2019). Handbook of Mass Communication and Journalism. Concept Publishing Company.
8. Samskrita Bharati. (Various editions). Sambhāṣaṇa Saṅskṛtam: A Primer for Spoken Sanskrit. Samskrita Bharati.

Online Resources:

1. Sudharma Daily: https://sudharma.epapertoday.com.
2. AIR Sanskrit News: http://newsonair.gov.in/Sanskrit.aspx.
3. Samskrita Bharati YouTube and E-resources.

FOURTH YEAR: MINOR PAPERS

Difficulty Level 400-499

Credits - 4
Hours - 60

Minor 4.A.1: Communication in India Through the ages

Course objectives:

1. To trace the historical evolution of communication systems in India from the Vedic period to modern times.
2. To explore the oral, scriptural, performative and visual media used for communication across ages.
3. To understand the philosophical, social and political dimensions of Indian communicative traditions.
4. To assess the transition from traditional to modern media frameworks and their interconnections.
5. To develop a critical appreciation for India's indigenous knowledge systems in shaping communication.

Learning outcomes:

After the completion of the course, the students will:

1. Trace the historical evolution of communication systems in India from the Vedic period to modern times.
2. Explore the oral, scriptural, performative and visual media used for communication across ages.
3. Understand the philosophical, social and political dimensions of Indian communicative traditions.
4. Assess the transition from traditional to modern media frameworks and their interconnections.
5. Develop a critical appreciation for India's indigenous knowledge systems in shaping communication.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Minor 4.A.1	Communication in India Through the ages	04	0	0	04

Details of Course:

Unit I Oral and Other Communication Traditions. **Credit- 1**

- Śruti and Smṛti as modes of knowledge transmission.
- Role of ṛṣis, mantras, yajña and sūktas.
- Communicative significance of vāṇī, śabda and ṛta.
- Nāṭyaśāstra as a treatise on communication and performance.
- Logical literature: Itihāsa, Purāṇas, Kathās and dialogues (samvāda)

- Temple walls, inscriptions and public edicts as visual media.
- Letters, royal proclamations and administrative documentation.

Unit II Modern and Post-Independence Developments. Credit- 1

- Introduction of print media and the press in colonial India.
- Role of Sanskrit in nationalist and reformist communication.
- Emergence of AIR, Doordarshan, digital archives and Sanskrit media revival.
- Role of Sanskrit Cinema in Nation Building.

Unit III Communication Exercises reflected in the epics- Mahabharata including Bhagavad Gita and Ramayana. Credit 1

- Sabhaparva as a space of political communication, Draupadi's speech.
- Bhisma's ethical communication, Krishna as a diplomat, mediator and strategic communicator.
- Dialogue between Krishna and Arjuna in Bhagavat Gita, Crisis Communication and Counselling.
- Dialogue between Rama-Dhritarastra, Rama-Sita, Hanuman as messenger.

Unit IV Communication Exercises Delineated in the Puranas. Credit 1

- Storytelling as mass communication.
- Myth, symbolism and moral instruction.
- Bhakti as emotional communication.
- Devi Mahatmya as persuasive religious communication.

Practical:

- News Writing on Ancient Books and Characters.
- Newsletters on Temple Walls.
- Cinema Reviews.

Essential /Recommended Readings/Texts:

1. Mahābhārata. (1927–1966). Critical edition. Bhandarkar Oriental Research Institute.
2. Bharata. (1950–1961). Nāṭyaśāstra (M. Ghosh, Trans.). Asiatic Society.
3. Rāmāyaṇa. (1960–1975). Critical edition. Oriental Institute.
4. Bhagavad Gītā. With Śaṅkarācārya's bhāṣya. Chowkhamba Sanskrit Series Office.
5. Bhāgavata Purāṇa. Gorakhpur: Gita Press.
6. Mārkaṇḍeya Purāṇa. Gorakhpur: Gita Press.
7. Chatterjee, P. C. (1990). Journalism and mass communication. Surjeet Publications.
8. Rao, S. K. R. (1990). Vedic ethics and society. Indian Books Centre.
9. Kapoor, K. (2002). Communication in ancient India. D.K. Printworld.
10. Patel, B. N. (Ed.). (2003). Indian epics and communication. Concept Publishing Company.
11. Staal, F. (2008). Discovering the Vedas: Origins, mantras, rituals, insights. Penguin Books.

12. Vatsyayan, K. (2010). Classical Indian theatre: Theory and practice. Niyogi Books.
13. Kumar, K. J. (2015). Mass communication in India. Jaico Publishing House.Suvākhyāni, etc.

Difficulty Level 400-499

Credits - 4
Hours - 60

Minor 4.A.2: Media Journalism for Unity

Course objectives:

1. To analyze the foundational role of media.
2. To evaluate media's potential and responsibility.
3. To apply ethical media practices.
4. To develop essential media literacy skills.
5. To advocate for media approaches.

Learning outcomes:

After the completion of the course, the students will:

1. Promote inclusivity through responsible media representation.
2. Apply ethical principles to bridge societal divides.
3. Develop media literacy for critical content engagement.
4. Advocate for unifying media narratives in pluralistic societies.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Minor 4.A.2	Media Journalism for Unity	04	0	0	04

Details of Course:

Unit I Understanding foundational role of Media in shaping Bharatiyatva. Credit- 1

- Period before Independence, Period during Independence, Period after Independence and till Date, Handling the Political and Social Issues.

Unit II Promoting Inclusivity and Understanding Through Impartial Media Representation for Bridging the Gap. Credit- 1

- Concept and Importance of Inclusivity, External Negative Forces, Major Media Roles, Future Foundations.

Unit III Ethical Media Practices for Bridging Divides and Fostering Dialogue. Credit 1

- Concept of Media Ethics, Crowd Management, Focal Issues of Dialogues.

Unit IV Media Literacy and Critical Consumption for a Unified Society. Credit 1

- Meaning of Media Literacy and Unified Society, Real Scenario, Role of the Society, Process of Societal Sensitization.

Essential/Recommended Readings/Texts:

1. Jhingran, S. Ethical relativism and universalism. Motilal Banarsidass.

2. Tewary, K. N. Classical Indian ethical thought. Motilal Banarsidass.
3. Vatsyayan, K. (1996). Bharata: The Nāṭyaśāstra. Nesma Books.
4. Mody, B. (2003). Communication and social development in India. Sage Publications.
5. Singh, D. (2008). Fables in the Indian narrative tradition. D.K. Printworld (P) Ltd.
6. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
7. Reddi, C. V. N. (2019). Effective public relations and media strategy. PHI Learning Pvt. Ltd.
8. Christians, C. G., et al. (2024). Media ethics: Cases and moral reasoning. Routledge.
9. Whitehurst, R. S. (2024). Teaching media literacy with social media news. Eye on Education.

Difficulty Level 400-499

Credits - 4
Hours - 60

Minor 4.A.3: Sanskrit and Modern Media: Admixture of Value and Modernity

Course objectives:

1. To explore the evolving role of Sanskrit in contemporary forms of media.
2. To bridge classical Sanskrit expression with modern journalistic, digital and broadcast formats.
3. To introduce tools and techniques for integrating Sanskrit in digital platforms.
4. To develop skills in reporting, anchoring and content creation in Sanskrit.
5. To encourage innovative use of Sanskrit in modern communicative environments, including social media and podcasts.

Learning outcomes:

After the completion of the course, the students will:

1. Create and present journalistic content in formal Sanskrit.
2. Apply digital tools for Sanskrit media production.
3. Integrate Sanskrit language into modern digital and broadcast formats.
4. Demonstrate media ethics and cultural sensitivity in using Sanskrit for mass communication.

Credit Framework:

Course Code	Course Title	Credit Distribution of the Course			Credits
		Lecture	Tutorial	Practical/Practice	
Minor 4.A.2	Sanskrit and Modern Media: Admixture of Value and Modernity	04	0	0	04

Details of Course:

Unit I Ancient Wisdom to Modern Media. **Credit- 1**

- Concept of Messenger in the Mahabharata, Espionage system of the Arthashastra, Modern Media.

Unit II Sanskrit Communication as a tool of Indian Value System. **Credit- 1**

- Sanskrit News Showing Indian Tradition and Culture.
- Regular Utterance of Sanskrit Subhashitas to Insinuate Value System.
- Sanskrit Documentaries on Freedom Fighters.
- Techniques of anchoring and script delivery in classical diction.

Unit III Sanskrit in Contemporary Contexts. **Credit 1**

- Sanskrit as a living language: revival movements.
- Sanskrit news on AIR and Doordarshan.

- Newspapers (Sudharma), magazines (Sambhāṣaṇa Sandesha) and newsletters.

Unit IV Sanskrit in Digital and Social Media. **Credit 1**

- Blogging, podcasting and video journalism in Sanskrit.
- Sanskrit typing tools and Unicode font usage.
- Translation and subtitling practices for Sanskrit content.
- Media Ethics and Sanskrit Communication.
- Case studies of Sanskrit media initiatives and platforms.

Practical:

- Practice of Sanskrit News Reading.
- Practice of Anchoring in Sanskrit.
- Story Telling in Sanskrit for Value Dissemination.

Essential/Recommended Readings/Texts:

1. Mody, B. (2003). Communication and social development in India. Sage Publications.
2. Sharma, R. C. (2005). Śuddha-Saṁskṛta-saṁcāraḥ. Sampurnanand Sanskrit University.
3. Gītā Press. (2004). Īśādi Nāva Upaniṣad. Gītā Press, Gorakhpur.
4. Srivastava, K. M. (2007). News anchoring techniques. Sterling Publishers.
5. Mishra, R. (2016). Saṁskṛta patrakāritā. Sampurnanand Sanskrit University.
6. Gautam, R. (2018). Saṁskṛta patrakāritā evaṁ sañcāra. Rashtriya Sanskrit Sansthan.
7. Samskrita Bharati. Sambhāṣaṇa saṅskṛtam (Various editions).
8. All India Radio. AIR Sanskrit news. http://newsonair.gov.in/Sanskrit.aspx
9. Sudharma Daily. Sudharma Sanskrit daily newspaper. https://sudharma.epapertoday.com